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APRIL 12 1975

THE NEWSWEEKLY FOR PHARMACY

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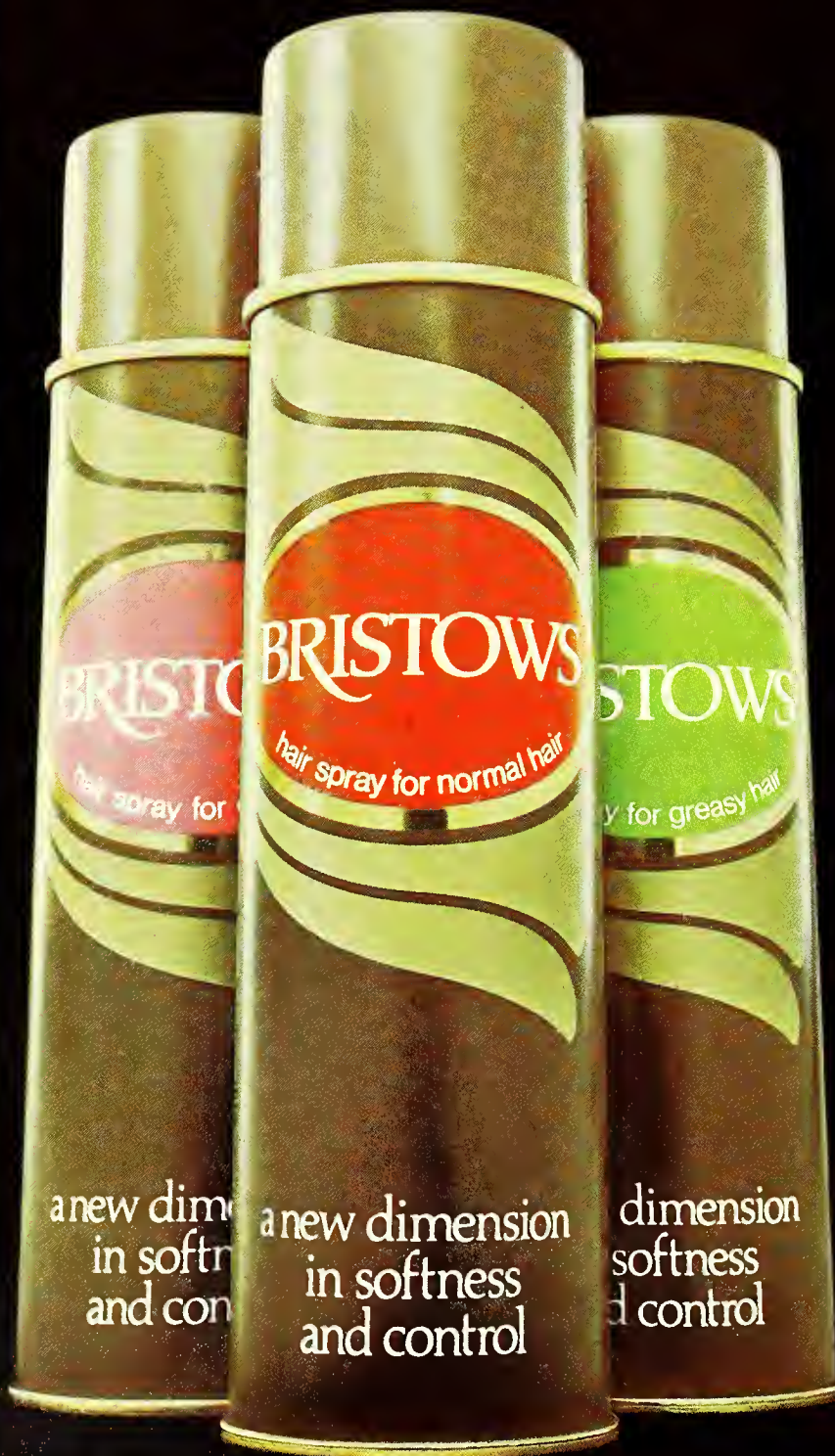
**Contractors
support rural
'moratorium'**

**Medicines
Act: first
case result**

**Students in
conference**

**Death of
D.E. Sparshott**

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Chemist & Druggist

The newsweekly for pharmacy

12 April 1975 Vol. 203 No. 4959

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Comment

When help is needed

When prosecuting counsel says "There has been a great deal of confusion on both sides"; when defence counsel says "It is a strange state of affairs when this [documentary evidence of letters] is what we have to rely on to found criminal charges", and when a magistrate says "I am more and more surprised at the way this has been dealt with", it is time to look closely at the events which led up to proceedings in court.

That such remarks should have been made during the first Medicines Act case to come to court (p498) makes them doubly regrettable, because the Act is designed to advance the pharmaceutical industry and its standards, not to create confusion and bitterness in the industry. But that is just what has happened in the case of one smaller company, if defence counsel's submissions in mitigation are accepted at face value.

The relentless breakdown of communication between the parties over more than two years might surely have been avoided with goodwill on both sides, and the magistrate put his finger on the central point when he suggested the Department of Health (meaning the medicines inspectorate), in discharging its duty to the public, should have done all it could to help the company obtain a licence and restart manufacturing.

Fault may be on both sides, but there were hints that the Department may at one time have been less than helpful to the company. We would suggest that that is an option not open to the Department when it is engaged in new legislation and persuading an industry to adopt new methods involving the expenditure of considerable sums of money.

Half a success

The British Pharmaceutical Students Association's Conference at Chelsea College last week (see p495) could be rated only "half a success."

It was obvious that the Executive Committee had had a successful year; they had embodied many ideas in conference motions. It would not have been unreasonable for them to expect a bigger attendance of students to hear the reports and contribute to the discussions. As it was, there was only an average of about three dozen students attending each business session, and what little discussion there was usually emanated from Executive members.

What of the students? Why were there no heated discussions this year? It may well have been due to the lack of heating in the conference hall, which left the students trying to keep themselves warm rather than produce "fireworks". Perhaps it is of significance that the Scottish contingent appeared to be the liveliest throughout the whole event.

They were however extremely concerned about the "manpower" position in pharmacy and the Executive has been given a definite mandate to approach the Society's Council with a view to influencing policy. It is an aspect of pharmaceutical politics that is becoming of increasing concern to many pharmacists as well.

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THE SHOT
IN THE
RIGHT
PLACE?**



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Contractors accept rural 'moratorium'

The Central NHS (Chemist Contractors) Committee has decided that the proposed "moratorium" on doctor dispensing should be accepted for a limited period.

Representatives of the Committee and the Pharmaceutical Society met Dr David Owen, Minister of State, Department of Health, recently and the discussion included the question of rural dispensing. Having heard a report of the meeting, the Committee discussed the advisability of the moratorium during their meeting last month. It was decided that the moratorium should be accepted for a limited period, with extensions if it was thought desirable. Such acceptance however would be conditional upon the terms of the moratorium, as set out in a letter from Dr Owen, being acceptable to the Committee, and that it would be used as a basis for arriving at a long-term solution to the problem.

Meeting with Department

The Committee also received a report of a meeting with Department of Health officials in which Committee representatives presented a case for a further increase in the professional fees from April 1. The Department undertook to reply to the claim in time for the next meeting with Committee representatives, April 18.

On the Committee's contention that £1.2m had been wrongly withheld from the amount due in the 1974 balance sheet because of the application of the Price Code gross margin reference level criteria, the Department indicated that they were not yet in a position to reply. The Committee's argument had the support of Counsel's opinion, and the representatives expressed concern that the matter was still outstanding.

Department officials voiced their difficulties and reservations about agreeing to a separate fee for each supply of oral contraceptive made under the NHS family planning scheme. However, they undertook to consider an alternative proposal from the Committee's representatives and make an offer for consideration on or before April 18. Also on the agenda for that meeting would be the question of rota fees, where a previous offer has been rejected by the Committee as being inadequate. The Department has undertaken to make an offer on urgent fees in time for the Committee's April meeting.

Other matters discussed at the meeting with the Department include: the container costs inquiry is to be held April 7-25; a discount inquiry is to be held at the same time as the stockholding inquiry which has been timed to start in May; the Committee was dissatisfied with the current level of profit margin and it has commissioned an independent report from a leading firm of chartered accountants

who had worked extensively on reports of the Review Board for Government contracts; the Department had the matter of fees for the supply of colostomy/ilcostomy apparatus under review; and views were exchanged on the possibility of bringing forward the date of payment for prescriptions.

The Committee was told that a letter had been received from the Department proposing the ending of the temporary arrangements under which the pricing of a prescription was based on the pack endorsement of the chemist where he could not obtain the common pack—the situation was "now greatly improved." However the Committee disagreed, as there were still a number of common packs which were not available from manufacturers, and the Department is to be told that the present arrangement should continue.

Other points included:

- ☐ Details of a claim submitted for increased remuneration for the oxygen therapy service were approved;
- ☐ A letter from the Department "went some way towards meeting" the Committee's request that Area Chemist Contractors Committees be allowed to collect the Central NHS levy on a statutory basis;
- ☐ Replies had been received from 87 of the 98 ACCC on the proposed contract;
- ☐ The amended constitution of the Central Committee was approved;
- ☐ The ACCC representatives conference

is to be postponed from June 1 to September 21;

☐ A special meeting of the Committee is to be called to consider what action should be taken if the general practitioners' threat to resign from the NHS ever materialised;

☐ It is the responsibility of ACCC representatives on the Family Practitioner Committee to ensure that the FPC and, if necessary, the Community Health Council, were aware of the implications for the pharmaceutical service in the planning of health centres and group surgeries.

Shopworkers to press for £35 a week?

Shopworkers could be pressing for £35 for a 35 hour working week in their next round of wage negotiations.

A number of motions on the agenda for the annual delegate meeting later this month of the Union of Shop, Distributive and Allied Workers embody the principle of £35 for a working week of 35 hours. One motion calls upon the Union's Executive to go forward for "a substantial increase in basic pay", not only to compensate for the rise in the cost of living, but also to bring about an improvement in the living standards of distributive workers, adding that the meeting "is opposed to wage restraint of any form."

Other motions call for a more militant stand to be taken by the Union on wage negotiation, the incorporation of threshold payments into basic rates, and the payment of "unsocial hours" premiums for Saturday working. An additional day's holiday at Christmas, shorter trading hours, and the closing of all retail shops on Saturdays are also proposed.

☐ A settlement giving Co-operative society workers a minimum of £29 a week by August in two stages has been recommended by the National Wages Board and the Trade Union Negotiating Committee for Retail Co-operative Employment.



A new branch with a sales area of just under 25,000 sq ft has been opened by Boots in central Belfast. Standard units made in the company's shopfitting department have been used; the branch is, however, fully carpeted and this particular carpet was purchased in Northern Ireland (C&D Shopfitting section p489)

'Chemist' title in advertising: must 'pharmacy' follow?

A warning that the restricted title "pharmacy" may have to be permitted in advertising if the profession decides that "chemist" is acceptable, has come from the secretary and registrar, Mr D. F. Lewis.

It is contained in a letter to Mr R. P. Marr, superintendent pharmacist, Forbes Johnson Ltd, Dundee, following his "open letter" to the president of the Society as published in *C&D* March 22 (p393). Mr Marr had asked for a clear directive on the use of restricted titles and gave notice that his company would use the title "pharmacy" in advertising if it were not received. Mr Lewis says the president may decide to put the matter to the Ethics Committee at this week's Council meeting but meanwhile he states there have been no "recent decisions" by the Society on the matter and the policy is as set out in the Statement upon Matters of Professional Conduct. The secretary and registrar draws attention to Council's motion to be put before the Branch Representative meeting in May: "That it is the opinion of this meeting that paragraph 6 of the Statement upon Matters of Professional Conduct does not require amendment and the terms 'chemist' and 'pharmacy' should not be used in any advertising."

Mr Lewis goes on: "If it should be decided that the Statement upon Matters of Professional Conduct should be modified and the use of the restricted title 'chemist' allowed in advertising then the general use of the restricted title 'pharmacy' in advertising must follow."

Co-ops may not use 'chemist'

"As you know it is not legally permissible for a Co-operative Society to use the title 'chemist' unless the superintendent pharmacist is a member of the board of directors. As far as I am aware, no Co-operative Society has a board of directors and so they use the title 'pharmacy'. In your letter you have drawn attention to a particular difficulty connected with the use of the word 'pharmacy'. The advertisement in question was inserted by a national body representing the Co-operative movement as a whole and not by an individual Society. Such advertisements have in the past been inserted by individual societies and in the last year action has been taken through the superintendent pharmacist of the Society concerned and successfully in each case. We are still in the process of negotiation with the Co-operative movement nationally and we have no reason to assume that we will be unsuccessful. The strength of our representations will of course be affected seriously if it is decided that the title 'chemist' can be used in advertising."

Mr Lewis concludes by regretting that Mr Marr's letter was sent to the pharmaceutical Press without first allowing the

president opportunity of a reply. "It is difficult, if not impossible, to conduct correspondence of this nature in public and it seems to me that your letter will contribute nothing to a solution of the difficulty which faces the profession. On the other hand it will do a great deal to exacerbate the position."

In reply, Mr Marr agrees to await the outcome of the Branch Representatives meeting but makes the following comments on behalf of his board:

□ We are at a loss to understand why the Society 'negotiates' with the Co-operative movement to try to stop them using the word 'pharmacy' whereas it summons members of its sister body of fellow-pharmacists—the NPU—to appear before the Statutory Committee. Surely this lends credence to recent suggestions that a situation is developing in which everyone may use the word 'chemist' except members of the Pharmaceutical Society.

□ We think that there is a distressing tendency for the Council to formulate rules for 'professional' conduct which appear dubious in intent to outside observers. Far from enhancing the pharmacist's image in the community these raise suspicions that certain members of

the Society would like to dissociate themselves from the 'mere traders' who have served the profession and the public so well for so many years.

□ When one appreciates that every time a solicitor or a chartered accountant advertises in the Press that he has a house or business for sale he appends the word 'solicitor' or 'chartered accountant' in spite of the 'no-advertising' rules of these honorable professions; one wonders if there is not room for a slightly different approach to this question which is causing so much concern.

□ An alternative motion for the May meeting is suggested so that paragraph 6 would read "The term 'dispensing chemist' may be used simply as a personal description on the fascia or other appropriate position on a pharmacy, on labels, or on business stationery and in telephone or other directories and in advertisements in the Press only provided that it is used directly in association with the name of the individual or firm concerned, is not qualified in any way and forms no part of the general content of the advertisement."

Mr Marr fails to see why his exchange with Mr Lewis should not have been conducted in public—"or at least that part of the public which reads the pharmaceutical Press." He concludes: "Open discussion is surely the democratic way of arriving at a solution acceptable to all of us. Let us hope that all those who are to vote on this issue, and in whose hands our future lies, will carefully re-appraise their thoughts as to what really does or does not maintain the respect of a profession in the community and make sure that pre-conceived notions and sectional prejudices are not allowed to produce a result which could alienate a large part of the Society."

Private member's safety packs Bill published

The Safety Packaging for Medicines Bill, sponsored by Mrs Jill Knight MP, was published last week (HM Stationery Office, Commons Bill 47, 4p).

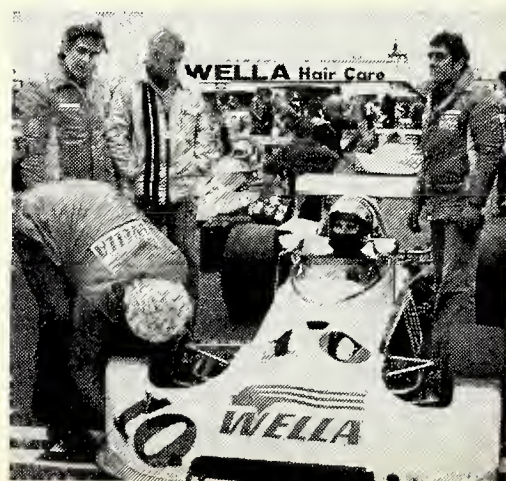
The Bill would "make it compulsory for all medicines which could be fatal to young children to have child-resistant opening devices fitted." It seeks to make it unlawful for any person to sell or supply to the public any medicinal product "of such nature or strength as could be fatal if ingested, inhaled or otherwise used by a child" unless such a product is sold, supplied or dispensed "in a container fitted with a child-resistant opening device or in a special strip-pack."

A child-resistant opening device is defined as one which fulfills the requirements of the Medicines Commission or other appropriate authority. After consultation with the Medicines Commission, the Secretary of State would determine whether a product if taken other than prescribed, constitutes a hazard and thus be subject to the subsequent Act. The Secretary would be given the power to exempt by regulations the sale or supply to elderly or handicapped people, and it would be up to him to appoint the effective date of the subsequent Act between January 1 and July 1, 1976. Penalties would be a fine up to £400 on summary conviction, or on conviction or indictment

a fine, up to two years imprisonment, or both.

The Bill is due to be read a second time in the Commons on April 18, and Dr. David Owen, Minister of State, Department of Health, announced recently that he hoped to make a statement on child-resistant closures this month (*C&D*, last week, p441).

Ted Wentz receives final adjustments to his Wella Lola car seconds before the start of the European Formula Two Championship, sponsored by Wella Great Britain Ltd, and held at Thruxton Park on Easter Monday



Council to reconsider boundaries?

London branches of the Pharmaceutical Society have been given hope that Council would delay the introduction of new boundaries until 1976 when it met this week (see *C&D*, March 29, p 409). Children Region representatives met a Council member and Society officers last week and there were indications that some of the proposed boundaries might be altered, perhaps allowing an NHS district to be a branch, provided that the boundaries coincided with those of the NHS.

A number of branches which were to be absorbed into larger groupings have objected strongly to the proposals. Enfield branch, at an emergency meeting last week, asked first for retention of the status quo, alternatively for the branch boundary to be that of the Enfield NHS district. In any event, it was decided to continue in being the existing Enfield Pharmacists' Association.

It is understood that Council will consider a new proposal that the redesigned branches should hold annual meetings at the beginning of 1976 to form "shadow committees" ready to take over in April. North-west London branch representatives will be meeting on April 28 to discuss the situation.

Management efficiency in dispensing

One important reason why vast surpluses of drugs are collected in unwanted medicines campaigns could be that patients lack sufficient motivation to take their prescribed medicines. Dr I. F. Jones told students at a short residential course at Bradford University on Monday that the pharmacist could play a major part in reducing this wastage by making sure patients knew exactly how to take their drugs. He should ensure for example, that an antibiotic course of therapy was a course and was not discontinued when the patient felt better.

Patients paid a great deal for the NHS—through taxation, National Insurance contributions and prescription charges—and therefore they deserved value for money. Information, guidance and reassurance were necessary after every surgery visit if medication was to be used efficiently, and perhaps more should be done to make the advisory consultation between pharmacist and patient a routine with every prescription.

The theme of the course, which was sponsored by Scholl (UK) Ltd and organised by Drs J. G. Booth and I. F. Jones who head the pharmacy practice research unit at the University, was "The Drug Tariff and management efficiency in the

Mr Wolpert of Eastern Wholesale Chemists presents Mr Lucas of Seefelds Chemists, London SW5, with tickets for a Paris weekend holiday. Mr Lucas was a joint first-prize winner in a recent Arrid Plus competition run by Carter Wallace Ltd



NHS general pharmaceutical service". Dr Jones described two other areas in which the pharmacist needed to be efficient—stock holding and prescription endorsement. He was expected to contribute towards reducing the cost of the national drug bill by carrying stocks of drugs appropriate to the demand he had to satisfy, and making economies in pack sizes where possible.

The State had provided for contractors to claim for full reimbursement of costs

but many were falling far short of this by not making proper use of the Drug Tariff. Many prescriptions were not endorsed fully or clearly and ambiguity led to difficulties for the processing officers and delays in reimbursement at a time when cash flow problems were already severe. Time spent endorsing prescriptions was paid for; the State expected a minimum standard of efficiency and "those who are inefficient are so at their own expense".

One fifth OTC laxatives ineffective

The US Food and Drug Administrations OTC laxative panel has rejected 20 per cent of ingredients it studied as either ineffective or unsafe.

The panel reviewed more than 100 ingredients used in an estimated 25,000 laxative, antidiarrhoeal, emetic and anti-emetic-OTC products in the US. In all 101 ingredients were evaluated, 50 being judged to be safe and effective, 30 rated as needing further study, and 21 judged either ineffective or unsafe.

Following a period for public comment and FDA evaluation, a monograph will be issued for all products using ingredients reviewed by the panel, and it will constitute an official FDA "recipe book" for safe and effective products acceptably formulated and adequately labelled for use without physician supervision. Manufacturers whose products contain ingredients judged less than effective will have the option of reformulating them to meet the FDA monograph or develop scientific justification for continuing to use those ingredients judged by the FDA and its expert advisors as needing further study.

The major sub-category affected by the report is laxatives, where the panel found that 60 per cent of the 70 ingredients were effective, 19 per cent needed further study, and 21 per cent were judged ineffective or unsafe. The panel also reported that there was a widespread misuse of self-prescribed laxatives.

Of the 22 ingredients in anti-diarrhoeal products, four were judged effective: opium powder, tincture of opium, paregoric and polycarbophil. More than half of the ingredients, including kaolin were

judged to need further clinical studies to confirm manufacturers' claims.

Three out of eight ingredients in anti-emetics were rated effective for relief of motion sickness, and the panel recommended that specific warnings should be required on all anti-emetics to alert users to the possibility of side effects including reduced bowel function, aggravation of prostate trouble, and glaucoma. Only one emetic ingredient, ipecac syrup, was evaluated and it was judged effective.

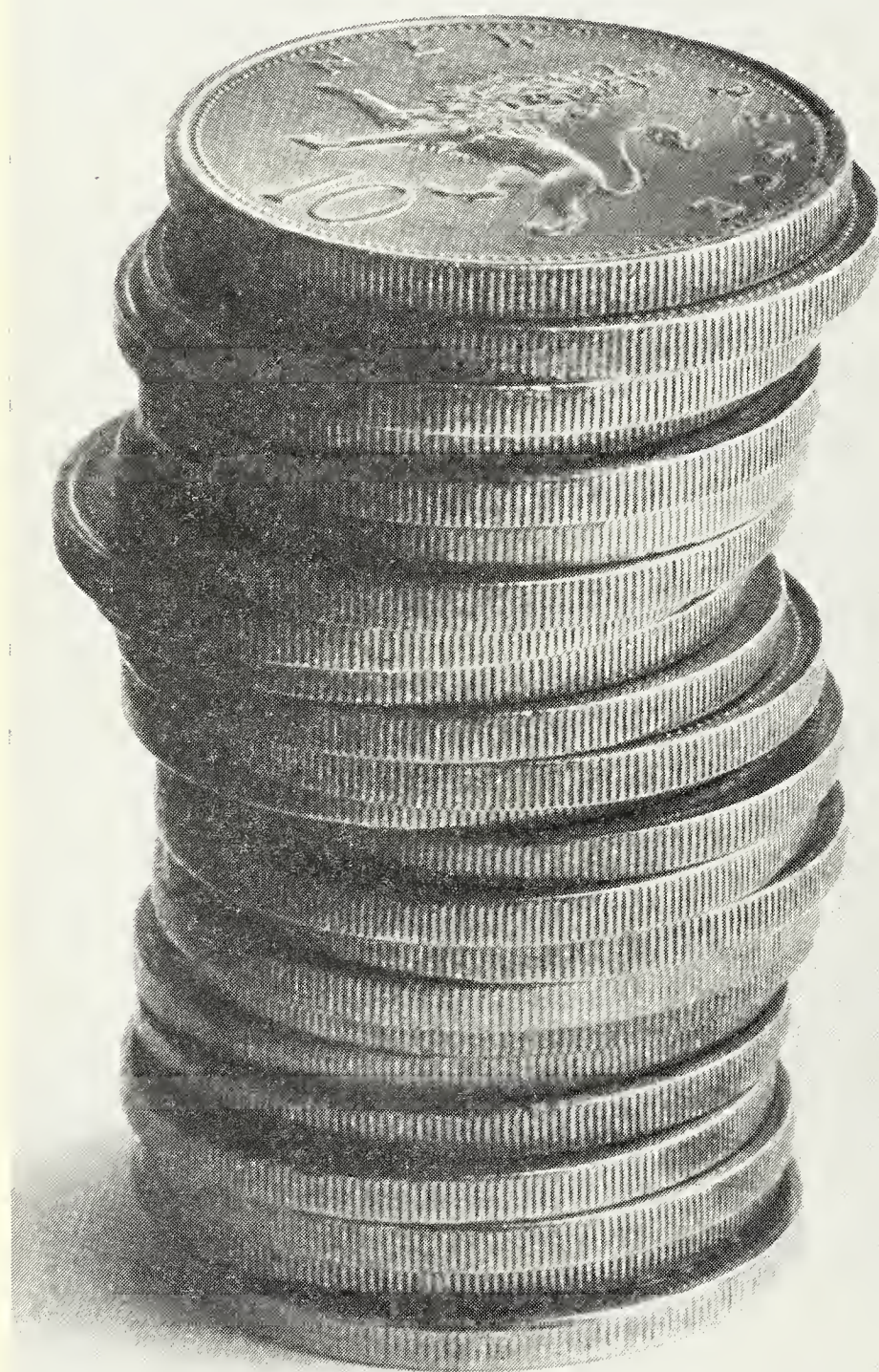
Numark wholesaler declares 'full house'

L. Rowland & Co Ltd, the Numark Wholesaler for N. Wales and Chester has notified Independent Chemists Marketing Ltd that it is unable to accept any increase in membership for the present and has declared a "full house" at its Wrexham depot at a members'hip of 70 per cent.

The company considers it imprudent to risk the consistency and continuity of its service to include others ahead of the seasonal demands in coastal resorts, which cannot presently be determined. The position will be reviewed later.

□ Numark promotions for May are: Sunilk shampoo, Kotex Simplicity, PLJ, Checkwate, Fynnon spa and herbal bath salts, Fynnon spa and herbal liquid, Pearl Drops, Right Guard deodorant, Right Guard antiperspirant, and Fairy toilet soap. All promotion material will carry a "maypole" motif and there will be a 5p coupon in national Press advertising redeemable against Pearl Drops.

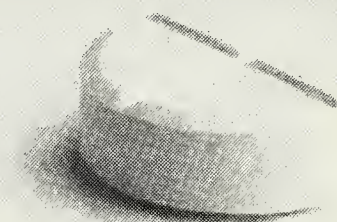
24 reasons for dispensing Larodopa



The first twenty-three are money: 23 x 10p = £2.30 —the amount you save on every 200 tablets dispensed compared with the most expensive brand. In fact, Larodopa is the most economical *and* most frequently prescribed brand of levodopa tablets.

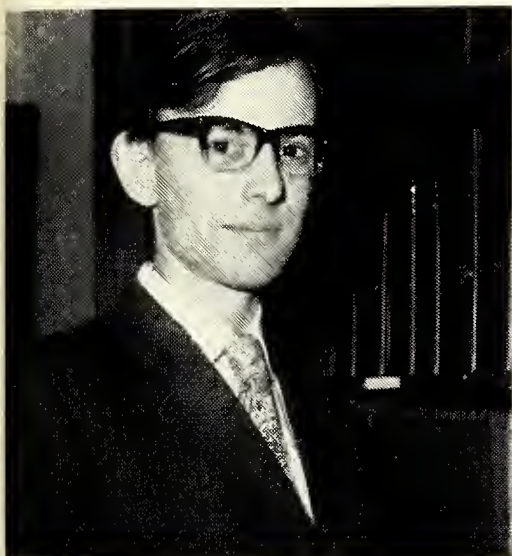
The twenty-fourth reason is that Larodopa is available as double-scored, 500mg tablets only. So one strength will fill all your levodopa tablet prescriptions and simplify your storage problems.

Larodopa
Levodopa at the lowest price



Further information is available on request. Roche Products Limited, 15 Manchester Square, London W1M 6AP J470027
Larodopa is the trade mark for Roche pharmaceutical preparations containing levodopa.

People



Mr A. E. Trice, MPS, who has been appointed chief advisory pharmacist of the Wellcome Medical Division (see p499), studied initially for the Pharmaceutical Chemist diploma at Plymouth College of Technology, moving later to the Welsh School of Pharmacy. Hospital appointments followed qualification; at the Royal Berkshire Hospital, Reading, St. Thomas's Hospital (where he became senior pharmacist in charge of sterile fluid production). In 1967 he became deputy chief pharmacist at St George's Hospital and moved to a similar post at the London Hospital in 1969 where he was responsible for the ward pharmacy service and was involved in the development of a drug information centre. He joined the Wellcome Foundation in February 1973 as an advisory pharmacist. Mr Trice's wife and father are both pharmacists.

Mr Norman Stringer, a director of Eustace & Partners Ltd, has been appointed president of the National Association of Shopfitters. Mr Stringer progressed from the shop floor to foreman, to setting out, to estimating and then to being a director of Harris & Sheldon Contracts Ltd. When they closed down their specialist shop-fitting activities in 1969, he joined the board of Eustace & Partners Ltd.

Mrs M. J. B. Jones retired at the end of March after 35 years service with Riddell Products Ltd, 10 Dunbridge Street, London E2 6JB. A director of the company, Mrs Jones was a very active and familiar figure at trade shows and exhibitions. The name Jones remains in the company; daughter-in-law, Mrs J. Jones, has been appointed a director.

Mr C. M. Wright, chairman of the Chemical and Allied Products Industry Training Board since its formation in October 1967, is retiring at the end of April. He will be succeeded by **Mr Horace Wright**.

Mr J. C. Bloomfield, FPS, member of Council, and **Mr R. Hoare, FPS**, president of the Association of British Pharmaceutical Industry, have been re-appointed to the Advisory Council on the Misuse of Drugs for a further three years.

Topical reflections

BY XRAYSER

Control

It is of particular interest that the publication of some of the material presented to the conference of the British Society for the History of Pharmacy should coincide with the issue of the National Pharmaceutical Union's comments relating to personal control in pharmacies. One of the papers given at Edinburgh quoted from a document of the early 18th century in which the question was asked: "How can the surgeon-apothecary be in his shop *qua* apothecary, overseeing the dispensing of the physician's receipts, as he ought to do, and at the same time *qua* chirurgon, [be] in the remotest part of the town or the country performing chirurgical operations?" (p411).

The question is logical, and it is the same that has to be asked in 1975, whether by the latter-day apothecary, according to his conscience and peace of mind, or by someone who seems to be testing the strength of the elastic by seeing just how far it will stretch. I have served the whole of a fairly lengthy career in pharmacies which were very clearly in full pharmaceutical control at all times.

It might be well to look at the matter from the standpoint of someone other than the person legally responsible for the supervision, namely an unqualified member of staff. It is obvious that the ultimate responsibility is that of the pharmacist, whether he has gone off to a golf outing or merely slipped down the road to cut off somebody's leg. The fact is that it does not take thirty seconds for something to go wrong—something that would not have taken place had he been "overseeing", to use the 18th century expression. And if the incident has serious repercussions, as it might, the pharmacist is legally and personally responsible.

But has he no thought for the feelings of the assistant? I submit that he ought to have, for if that assistant knew all the answers, she would be qualified. And though not legally qualified or responsible, the assistant would go through life with a very heavy load. Pharmaceutical legislation is so complex today that even the qualified person is not always, or immediately, aware of the intricacies of the law.

Qualification

I have always felt that far from being unjust or a hindrance, the provisions are a recognition of the fact that, whatever drugs you may purchase from a pharmacy, the pharmacist is clearly recognised as a responsible and qualified person. And that is based on his physical presence in the pharmacy at all times. Gilbert's Mikado has been reminding us of the principles of it at the Savoy recently, when he says "There is nothing about not knowing, or having no notion, or not being there." I do not think there is any need for the courts to define personal control. The pharmacist himself, without any interpretation by the courts, ought to be able to grasp the meaning and the intention of the legislation, and he would do little to enhance his status as a professional man if he sought to equate the pharmacy with a general store.

Dedication

In another contribution in Edinburgh, dealing with the history of pharmacy at the Royal Infirmary there, it was laid down that the apothecary in charge of the shop "shall be one educated in pharmacy, who is unmarried and lives in the Infirmary without any other Business." That shows dedication, which is all one can ask, though I might not go so far as to lay down conditions of celibacy—or perhaps they did not pay enough to support two.

Death of Donald Sparshott

The death of Mr D. E. Sparshott, MA, MPS, occurred during the early hours of April 8. Donald Sparshott, who qualified in 1929, had been a member of the Council of the Pharmaceutical Society since 1964, its vice-president in 1969-70 and president 1973-74. He was formerly chief pharmacy superintendent of the Boots organisation and was for many years a member of the Central NHS (Chemist Contractors) Committee. Whilst being a member of the Statutory Committee of the Pharmaceutical Society, he had also served on the Poisons Board.

To those who attended the meetings of the British Pharmaceutical Conferences, he was known as a "regular", being local treasurer when the Conference met at Nottingham in 1952. Although very much concerned with pharmaceutical politics, he had many wider interests. A collector of drug jars and mortars, he was a committee member of the British Society for the History of Pharmacy. In "local politics", he was a member of the West Bridgford Urban District Council, and he was also on the Nottingham No 4 Hospital Management Committee until it was "reorganised". There were few committees of the Pharmaceutical Society's Council on which he had not served.

He was featured in the *C&D's* "Figures of the Pharmaceutical World", February 1962, p123.

Mr J. M. T. Ross writes: "It would take several volumes of anecdote to capture even a few of the facets of the complex, illusive character of Donald Sparshott. The facts and figures of his distinguished career in pharmacy speak for themselves but give little information about the man behind the facade.

Protective shell

The adjectives which come most readily to mind to describe Donald and those he would have chosen himself are: contrary, contradictory and awkward, but to those of us who knew him well, these words describe only the protective shell with which he armoured a wealth of intelligence, compassion and sensitivity.

He was an outstanding individualist who, to use the modern idiom, "did his own thing in his own way" often to the consternation of his friends. He had strong views for which he fought tenaciously and without regard to the risk of alienating his colleagues. He was much admired for his singleness of purpose.

Whether you admired or disagreed with him, you could not be indifferent to him and there are many, of whom I am one, who will feel a real sense of loss and think the world a less colourful place without him."

Mr J. Charlton, secretary, Central NHS (Chemist Contractors) Committee writes: "Of the debt owed to Donald Sparshott by so many branches of his profession of pharmacy others will be writing; this tribute is to the way in which he served all chemist contractors as a member of the Central NHI (Chemist Contractors) Committee from 1941 to 1948 and of the succeeding NHS committee from 1948 until 1965. During his twenty-four years' membership of these committees Mr Sparshott served on most of their subcommittees, taking an active part in negotiations with the Ministry of Health and later with DHSS both prior to the introduction of the NHS in 1948 and subsequently in seeking improvements in remuneration and in the terms of service for chemists.

It is indicative of the esteem in which he was held by his colleagues that when he retired in 1965 the members and officers of the Central Committee had a bell mortar and pestle specially cast for him at the Whitechapel Bell Foundry, the mortar was embossed with the initials D.E.S. and engraved "Member of Central NHI and Central NHS (Chemist Contractors) Committee, 1941-1965."

Mr J. Bloomfield writes: I first met Donald Sparshott some 20 years ago through a common interest in the history of pharmacy. We both served as colleagues on the Society's history of pharmacy committee to which he contributed a great deal of expertise and knowledge. Subsequently he played an active part in the formation of the British Society for the History of Pharmacy and was a keen supporter of all its activities. A specialist collector of pharmaceutical antiques, he derived a great deal of pleasure from attending auction sales of pharmaceutical artifacts. He was a confirmed conference supporter both at home and overseas, regularly attending the British Pharmaceutical Conference as well as the Franco-British, FIP, and international congresses for the history of pharmacy.

He made many contacts and friends as a result of these meetings. He took great pride that he was an honours graduate of Selwyn College, Cambridge, and it gave him considerable pleasure and satisfaction when the BSHP held its annual conference at the college last year.

Donald was a controversial figure in pharmacy, being very much an individualist. His extensive knowledge on a variety of subjects he used to the fullest extent in the service of the profession. A man of many parts, he was something of a paradox. Kindly, sympathetic and generous when dealing with benevolents, he took considerable interest in the running of Birdsgrove House. In contrast he could be dogmatic in the views he expressed and sometimes paid little regard to the opinions or feelings of others. He could be very awkward and this alienated him from some people, but despite these feelings his good qualities endeared him to many and his contribution to the advancement of pharmacy was considerable.

We shall miss his genial personality and companionship and we share the sorrow of his family in the sad loss.

The funeral will be at St. Giles Church, West Bridgford, Nottingham, on April 14 at 1.45 pm.

Other deaths

Brown: On March 30, Mr Stanley Vincent Brown, FSVA, 1 Medallion Place, Thames Reach, Maidenhead, Berks, aged 67. Mr A. E. Hollington writes: The sudden death of Mr Brown has removed a well known figure from a family which has served pharmacy since the earliest years of the century. With his brother, the late Mr J. W. Brown, he followed his father into the firm of Orridge & Co, founded by Benjamin Brogden Orridge in 1846 wholly connected with valuation work in various forms, for pharmacists. The whole of his business life of 50 years was spent with this company and its successor.

For many years he was managing director of Orridge & Co, and on its merger with Ernest J. George & Co, he became joint governing director of George Orridge & Co, with Mr J. E. Rushton and on the latter's retirement, chairman. He had a sharp and penetrating mind, great force of character and while maintaining much respect for pharmaceutical tradition, he was always ready to adjust to changing circumstances and demands of modern life. His great expertise, and his counsel and guidance, were always at the disposal of clients and colleagues, by whom he will be greatly missed.

Hosie: On March 28, Mr John Hosie MPS, 29 Priory Walk, Melrose, Roxburghshire. Mr Hosie qualified in 1929.

Menzies: On March 31, Mr John Menzies, MPS, 5 Sillars Meadow, Irvine, Ayrshire. Mr. Menzies qualified in 1930.

Oakley: On March 27, Professor Cyril Leslie Oakley, CBE, FRS, distinguished bacteriologist and head of immunology department, Wellcome Research Laboratories, Beckenham, Kent, 1947-53. He was then appointed Brotherton Professor of Bacteriology, University of Leeds. From 1956-59 he was president of the Association of Scientific Workers.

News in brief

□ The Misuse of Drugs (Designation) (Amendment) Order 1975 published last week (HM Stationery Office, SI No 498 3p) adds 4-bromo-2, 5-dimethoxy- α -methyl-phenethylamine to the Schedule of the Misuse of Drugs (Designation) Order 1973 from May 1.

□ The Misuse of Drugs (Amendment) Regulations 1975, published last week (HM Stationery Office, SI No 499, 4p) add to Schedule 1 of the Misuse of Drugs Regulations 1973 preparations of difenoxin containing "not more than 0.5 milligrammes of difenoxin and a quantity of atropine sulphate equivalent to at least 5 per cent of the dose of difenoxin" in each dosage unit; further, the Regulations add difenoxin to Schedule 2 and 4-bromo-2, 5-dimethoxy- α -methylphenethylamine to Schedule 4 of the same Regulations. The changes are effective May 1.

□ Kimberly-Clark Ltd. have appealed to the Chancellor of the Exchequer to relieve feminine protection products from VAT. In the event of a multi-rate VAT system being introduced in the Budget, he is urged to ensure that they bear the minimum rate.

New products

Oral hygiene

New Jordan toothbrush

T4, the new Jordan toothbrush, is said to be the result of close co-operation by the makers with the Scandinavian dental authorities. The toothbrush retains the characteristic "v" tufts of other Jordan brushes, but has some new features: a slim curved neck designed to follow the contours of the teeth, a longer handle for easier access to the back teeth, and a "revolutionary" grip to "encourage users to clean their teeth correctly". The brushes (adult £0.30; child £0.23) come in a range of five colours—red, blue, lilac, yellow, green—with hard, medium or soft bristles, and will be packed in colour-coded cellowrap and delivered ready for display on a plastic base unit.

Wilkinson Sword, who distribute Jordan toothbrushes, will be supporting the product by television advertising in the London area with a national extension later in the year. Point-of-sale includes eight, 12 and 36 dozen wire units with top cards plus a new four-dozen polystyrene modular unit. There will also be an introductory trade bonus (Wilkinson Sword Ltd, Sword House, Totteridge Road, High Wycombe, Bucks HP13 6EJ).

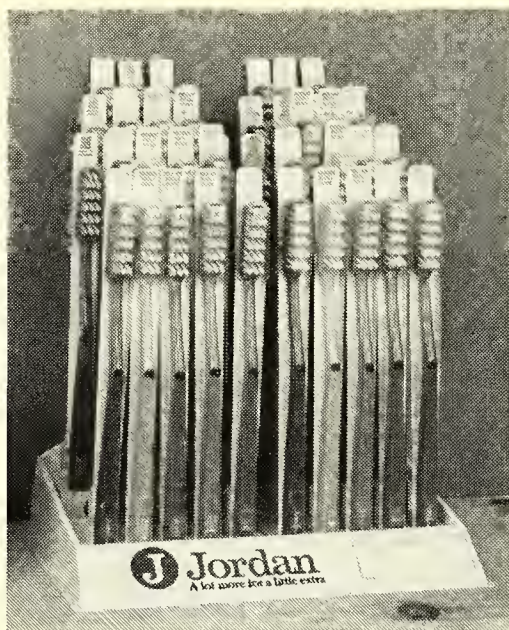
Cosmetics and toiletries

Tosca range extended

New products have been added to the Tosca fragrance range by Cologne Perfumery Ltd. The range comes in a pretty "young-appeal" pack and now includes an eau de Cologne spray bottle (£1.24), a mini-aerosol 28-g bottle (£0.98), a perfume in a lined presentation carton (£1.35), a 100-g talcum powder (£0.75) and luxury soap individually wrapped (£0.49). To promote this extended range, two new merchandising units have been introduced. One is a slimline unit containing six Tosca eau de Cologne sprays, the other holds the full range of Tosca products including some specially packaged Cologne bottles wrapped in bright blue or green handkerchiefs fastened with a pony-tail clip—at no extra cost—and are ideal as a gift. A 10 per cent offer is available on this larger unit.

During April and May Tosca will be advertising on Midland television and on Radio Luxembourg. And the new teenage magazine *OK* launched this month will be sampling Tosca eau de Cologne on the front cover of the April 26 issue. This sampling offer is being advertised on local radio and Radio Luxembourg, plus some women's magazines.

Cologne Perfumery have also produced a merchandising unit for 4711 Colognettes, and a car pack which has a self-adhesive strip at the back for easy fixing to the dashboard and contains 30 Colognettes



(£0.98). Lasting until the end of May, these car packs feature a 3p-off consumer offer, and offer a 10 per cent trade discount on car pack display units (Cologne Perfumery Ltd, Telford Road, Basingstoke, Hants).

Lemon and lavender cleanser

Advertisements in *Woman*, *Woman's Realm*, *Woman's Journal*, *Woman and Home* and *Good Housekeeping* will back the launch of the latest product from Weleda (UK) Ltd—Lemon & Lavender cleanser-freshener. The product comes in two variants, one for dry-to-normal skin and one for oily-to-normal skin, and in two sizes—50cc (£0.55) and 110cc (£0.85).

Lemon & Lavender cleanser-freshener is presented in a newly designed pack. The cardboard pack has a simulated linen look, and the bottle label carries illustrations of wild roses on a white background.

Counter display units with the message: Weleda brings the magic of nature to your skin, are available (Weleda (UK) Ltd, Littlehurst, East Grinstead, Sussex).

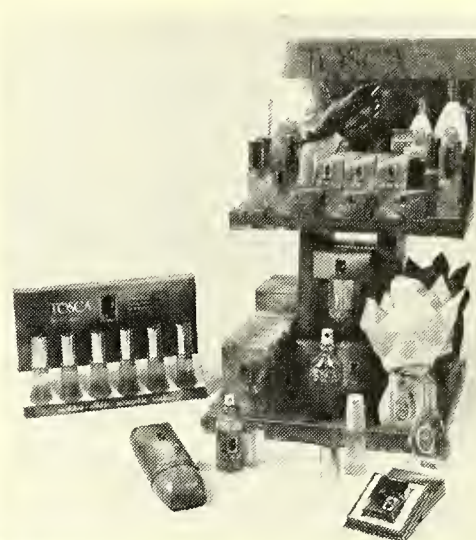
Believable Colour from Arden

Believable Colour Maximum Moisture make-up (£1.30) is the latest liquid foundation from Elizabeth Arden. A lightweight, moisturising make-up presented in a square, frosted, gilt-topped bottle, Believable Colour comes in six shades—creamy beige, basic beige, sunshine beige, rose beige, tanned beige and cocoa beige (Elizabeth Arden Ltd, 20 New Bond Street, London W1A 2AE).

Photographic

125 camera model

Mendel Brothers are to introduce a new 126 cartridge-loading camera, the Unika XL (£5.28). Made in France by the Indo company, the camera has a lens (approximately f8) with a fixed focus from about 5ft to infinity. There are two shutter speeds—1/100sec for bright conditions and 1/50sec with flash. Measuring 4½x3x2½in, the camera has a plastic case, and incorporates a socket for "X" type flash cubes on top. It comes complete with wrist strap and instruction for use, and is to be marketed through Vestric Ltd (Mendel Brothers, Ellesmere Chambers, Church Street, Preston, Lancs PR1 3AN).



Babycare

Animal-shaped heads

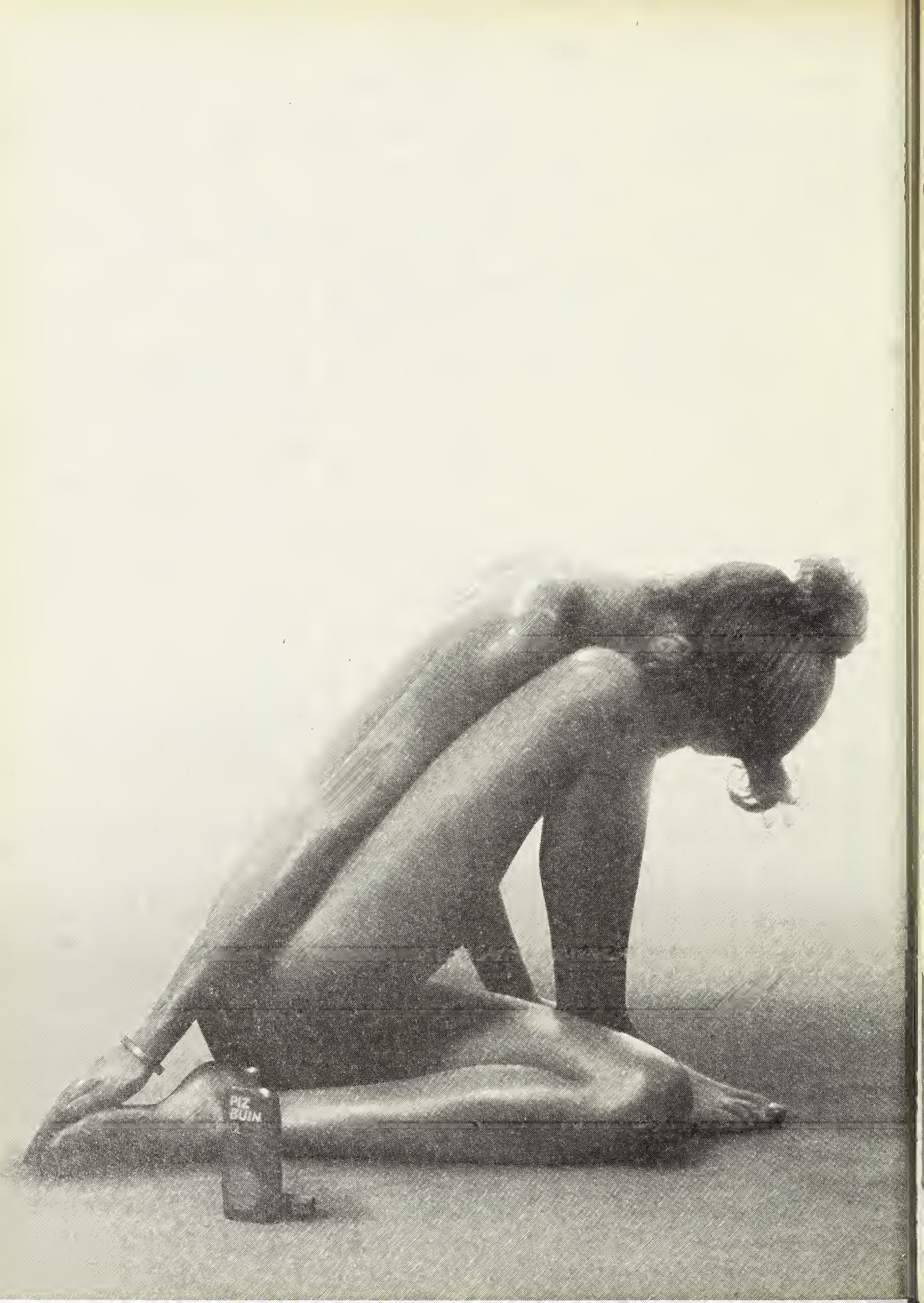
Two sets of baby pins—one with plain heads, the other with animal-shaped heads—have been added to the Tommee Tippee babycare range. The pins are available in blue, pink, yellow and white and retail at £0.18 for four. As an introductory offer, the makers are offering one pack free with orders of three packs (Jacqueline Sales division of Jackel & Co Ltd, Kitty Brewster Estate, Blyth, Northumberland NE24 4RG).

Household

New houseglove introduced

Marigold Fleur (£0.29½) is the latest houseglove from LR Industries. It has a longer cuff, better grip and reinforced finger tips for longer life, say the makers, and is yellow and patterned.

LR Industries are launching the product with a trade offer of a cardboard display outer containing six dozen gloves with six pairs of gloves, free. The outer serves the dual role of a shipping container and free-standing display unit with the gloves already in position and arranged according to size. The launch is also backed by a television campaign beginning in May in the London, Southern, Midlands, Anglia, Westward and Harlech television areas (LR Industries Ltd, North Circular Road, Chingford, London E4).



15 million people are going to be pretty browned-off with Piz Buin by the end of the summer.

Piz Buin, the prestige sun and skin care range from Europe, is about to start its biggest-ever promotion in the U.K. 15 million adults will see the Piz Buin advertising campaign in Vogue, Harpers and Queen, Cosmopolitan, She, The Observer and The Sunday Times.

What's more, they're going to see it big, in colour and often - right through the peak selling period.

At last, Piz Buin is getting the promotion it deserves in the U.K. And it starts on May the 1st with a three-page spread in Vogue - so check your stocks now!



PIZ BUIN
this summer's colour



Sole U.K. distributors: Jean Sorelle Ltd.,
117-123 Great Portland Street, London W1N 6AH. Tel: 01-636 8677.

A member of the Dunbæ-Combex Marx Group.

Trade News

Jackel go for volume: some prices halved

A determined effort to achieve higher volume sales through a substantial reduction in prices is being made by Jackel & Co Ltd. The range affected is Country Lover for which many prices are more than halved, but Galaxy, Jackel's quality budget range of toilet bags, are also down 12-15 per cent on last year despite significant cost increases.

The new Country Lover retail prices are: shampoo, 50cc (£0.12½), 100cc (£0.23); conditioner, 50cc (£0.19), 100cc (£0.29); setting lotion, 50cc (£0.15), 140cc (£0.49); bath gel, 50cc (£0.19), 140cc (£0.29), 300cc (£0.49); bath milk, 50cc (£0.19), 140cc (£0.29); conditioning shampoo, 50cc (£0.19), 100cc (£0.25); freshener pads (£0.12); talcum powder (£0.29); toilet soap (£0.19).

There will be no automatic credit for stock held by chemists, say the company, but compensation arrangements are being made and should be discussed with the representative on his next call. New price lists are available from J.N. Toiletries, division of Jackel & Co Ltd, Kitty Brewster Estate, Blyth, Northumberland NE24 4RG.

Shloer say it with herbs

A spring promotion has been introduced by Beecham Foods, Beecham House, Great West Road, Brentford, Middlesex, for Shloer apple juice and grape juice drink products. Running during April and May, the promotion comprises free herb seeds on every bottle. Each Shloer bottle will carry a collarette containing four herb seed planting sticks featuring one type of herb—mint, parsley, chevril or chives. Instructions for planting are given and the plants are ready for use in 6-8 weeks.

Also featured on the collarette is a herb garden offer. The compact garden features six filled pots of growing compound and a set of four more herb seeds—sage, savory, basil and tarragon—for only £0.90 including postage and packing and comes complete with a Fresh herb guide. Display material and Press advertising will support the promotion.

Hermesetas blister pack

Crookes-Anestan Ltd, PO Box 94, 1 Thane Road West, Nottingham NG2 3AA, have produced a cut-price blister pack of 200 Hermesetas tablets (£0.17) offering a 2½p reduction in price to consumers. The packs have a "trial size" flash and the makers hope they will be an incentive to first time users.

More than £200,000 will be spent by the makers in promoting Hermesetas this year. A television commercial providing factual information on calorie savings will

be shown in the Midland, Yorkshire, North-east and Scottish television areas beginning on April 14. There will also be Press and magazine advertising.

Nikini promotion

Robinsons of Chesterfield, Wheat Bridge, Chesterfield, Derbyshire, have launched a national promotion for their new-size Nikini pack—Nikini Pads 20s pack. The promotion includes a flashed pack with a 3p-off offer, plus a 20p-off offer flashed on packs of their stretch lace Nikini briefs.

In-store merchandising support consists of dumpbins and headerboards, shelf talkers, window stickers and stack cards. Robinsons are also offering a trade bonus on cases of Nikini Pads, each containing 24 packs of the 20s pack. A consumer advertising campaign in women's magazines will further promote the range.

Gillette launch a challenge

Graham Hill is issuing a "challenge" to users of Foamy aerosol shaving cream and The Dry Look hairspray in the latest competition launched by Gillette Industries Ltd, Great West Road, Isleworth, Middlesex. The competition has a sporting theme and offers an MGB GT V8 sports car as its first prize, with many runner-up prizes. Special promotional packs and point-of-sale material have been produced and the competition lasts until September 30.

April offer

With every 2-oz size atomiser of Ecusson eau de toilette (£3.80) customers are offered a ¼-oz purse spray atomiser of Ecusson eau de toilette. To draw attention to the offer, which lasts until the end of April, Jean D'Albert-Orlane Ltd, 125 High Holborn, London WC1V 6QX, have produced a beige and gold counter unit containing 24 2-oz atomisers, with a tester spray in front, and the gift displayed on the back board.

Ludiomil, additional strengths

Ludiomil, maprotiline hydrochloride, the antidepressant from CIBA Laboratories, Horsham, Sussex RH12 4AB, is now available as 10mg and 75mg tablets in addition to the existing 25mg and 50mg strengths. This makes the full range as follows: Ludiomil 10mg, in packs of 100 (£1.90); 25mg, 100 (£3.50) and 50mg, 100 (£6.80). The 75mg tablets are packed in daily

reminder packs of 28 tablets in two modules of 14 (£2.80). The company emphasises that the 10mg tablets are intended for elderly or sensitive patients. This dose is adequate for the majority of patients. It is therefore essential to check the strength with the prescriber if an open prescription is received.

Pack size change

Steifel Laboratories (UK) Ltd, 825 Yeovil Road Trading Estate, Slough, Bucks, announce that all future orders for Polytar liquid 400ml will be filled by a new 350ml pack. The basic NHS price will be reduced from £1.18 to £1.05 per bottle. All other packs in the range remain unchanged.

Simple soap offer

A "special offer" of a double pack Simple soap is now available from Albion Soap Co Ltd, 77 Station Road, Hampton, Middlesex TW12 2DY. The offer consists of a twin pack of two 4.4oz packed in cases of 24x2. The background of the pack is in the brown of the Simple soap wrapper with a diagonal flash and star in yellow (£0.32).

Trade discount

Merck Sharp & Dohme Ltd, Hoddesdon, Herts EN11 9BU, state that from May 1 the 7½ per cent discount to retail pharmacists will be on direct orders of net value £150 and over (excluding VAT).

Emko prices amended

Syntex Pharmaceuticals Ltd, St Ives House, Maidenhead, Berks, have increased the recommended retail prices of Emko range of contraceptive products in order to allow retailers the usual 33½ per cent profit margin. The prices announced by Gerhardt in December, 1974, and which Syntex adopted on January 1, 1975, gave retailers only 25-27 per cent profit margin, they say. Although the price to retailer remains unchanged, Syntex recommended retail prices are now as follows: vaginal foam kit £1.65, 45g refill £1.30, 90g refill £2.16.

Beecham challenge Colgate

Beecham Proprietaries, Beecham House, Brentford, Middlesex, have "boosted their overall position in the toothpaste market", currently worth £33m, and are now pressing Colgate for the top toothpaste position in the UK.

Beecham claim that this is the successful result of the "dynamic introduction" of Aquafresh which joined the already well-established brands of Macleans, Freshmint and White Fluoride Taking as their source figures published by Audit of Great Britain, they say Colgate's share of the market over the past year has fallen by three points, Gibbs have fallen by four points, whereas Beecham's share has gained eight points.

Carbellon 250 sizes

Carbellon tablets, from Medo-Chemicals Ltd, 144 Fortress Road, London NW5 2JL, are available once again in the 250 pack (£0.80 trade).





Olive oil creme shampoo and lemon creme shampoo by French & Scott Ltd, 717 North Circular Road, London NW2 7AL, are to be taken on the British Everest expedition of the south-west face, led by Chris Bonnington this autumn. Medical officer, Dr Charles Clarke, believes that the products will be suitable for the conditions they will encounter, particularly when the humidity is low. The expedition left the UK on April 9.

First-ever Press campaign

Johnson & Johnson Ltd, Greater London House, Hampstead Road, London NW1, are to launch their first-ever Press advertising campaign for their baby lotion, in May. Women's magazines including *Cosmopolitan*, *19*, *Living*, *Family Circle* and *Woman's Own*, will carry full-page colour advertisements aimed at women in the 16-34 age group.

The advertisements present a "naked face" concept in facial cleansing, emphasising that the product "not only deep cleanses the skin gently, but also leaves the skin soft to the touch." The makers say that special price offers during May and June will be available from wholesalers.

□ Johnson & Johnson are also featuring a consumer promotion from their Band Aid range of washproof and clear plasters. The Band Aid plasters holiday competition invites consumers to match a list of spoken sentences to the characters depicted in a family picnic scene. First prize is a Volkswagen motor caravan and free petrol for the first 1,000 miles. National Press advertisements in *The Sun*, *Daily Mirror*, *Daily Mail* and *Daily Record* will support the competition during April and May and there is a range of point-of-sale material available. Last date for entries is July 15.

Mimosept capitalises on initial share

Mimosept Comfort has gained a 5 per cent share of the loopless sanitary towel market within three months of its launch, according to independent research data reported by Molnlycke Ltd, Sancell House, Harpenden, Herts AL5 4SR. Distribution level in UK chemists has reached 60 per cent, say the company, and repeat orders from stockists indicate consumer popularity.

This month sees a new phase in the year's £4m advertising and promotional support for the brand. Advertisements in *News of the World* and *Sun* newspapers will offer a money-off coupon in return for a packet top from any looped towel

plus stamped addressed envelope. In the north the coupon value will be the full price of a 10-towel pack of Mimosept Comfort; in the south it will have half-price value (13p). Bernard Gunther, product manager, says: "It is a sampling activity specifically aimed at catching new users from those women currently using traditional looped towels requiring belts." Consumer advertising following the launch has generated 20,000 requests for samples, he told *C&D* last week.

On-pack promotion

The "biggest-ever" on-pack promotion for the Us range is being launched by Johnson Wax Ltd, personal care division, Frimley Green, Camberley, Surrey. The promotion, estimated to cost £500,000, is designed to appeal to the younger age groups and will be supported by television advertising.

Each can of Us antiperspirant or spray talc has a wrap-round label and in return for three of these, the makers will send a free Us 12-track Chart Busters LP. The wrappers also contain an entry form for a competition that offers as its first prize the opportunity of an all-expenses paid, two-week trip for two to Los Angeles where a visit will be made to the "Sound City" studios. There are 500 consolation prizes of "flying saucer shaped" transistor radios. No limit is put on the number of entries made by one person and the closing date for the competition is September 30.

Carmen on tour

Carmen Curler Co Ltd, Carmen House, Deerpark Road, London SW19, are taking part in a trade tour sponsored by Mitsubishi Corporation of Japan, for radio and electrical products.

The show is at The Grand, Manchester, April 14; Liverpool Centre Hotel, Liverpool, April 15; Dragonara Hotel, Leeds, April 17; Grosvenor Hotel, Glasgow, April 21; King James Hotel, Edinburgh, April 22; Gosforth Park Hotel, Newcastle-upon-Tyne, April 24.

Robinson's baby food addition

Tomato cheese and egg noodles has just been introduced to the Robinson's Baby Food Two-range (£0.13½) by Reckitt & Colman food division, Carrow, Norwich NOR 75A. Robinson's say a testing panel of mothers and babies reacted very favourably to the new recipe and 62 per cent of mothers said that they would buy it. This addition brings the number of recipes in the range to 12—six savoury and six sweet. Robinson's Baby Food One range (£0.12½) has 18 recipes—nine savoury and nine sweet.

'Indicators' promotion success

285,000 requests for samples were received by Sterling Health Products, St Marks Hill, Surbiton, Surrey, in two promotions last year. The first was a free offer of a Holiday first-aid guide in *Woman and Home* magazine, the second was a similar indicator for childhood infectious diseases in *Woman's Realm*. With each indicator there was a tear-off reply card inviting readers to send in for samples of any one or all of six Sterling Health products.

Overall 1,710,000 indicators were distributed, 700,000 via *Woman and Home*,

960,000 via *Woman's Realm*, and 50,000 through doctors' surgeries and welfare clinics. The number of requests for samples received represented more than 16 per cent of the aggregate of both IPC magazines' circulations, and "went a long way towards meeting the objectives of gaining recognition for the theme: Sterling Health—family medicines you can trust", increasing brand recognition and offering consumers the chance of sampling their products.

New 4711 point of sale

Eye-catching counter display units have been produced by Cologne Perfumery Ltd, Telford Road, Basingstoke, Hants, for the 4711 range. They comprise a unit containing 4711 watch bottles, 50ml molanus bottles and aerosol sprays all uncartoned and offered at January prices plus a 5 per cent discount.

For 4711 Ice Cologne, three units are available. One contains 4711 Ice Cologne spray, splash-on and two sizes of flow-on together with a spray tester; a unit that holds six maxi flow-on Ice Colognes, and a unit that holds 12 flow-on Ice Colognes. A unit has also been introduced to hold 12 4711 solid colognes. All units are available at 5 per cent trade discount.

Blister packing for Stomahesive

Stomahesive plasters will in future be in an individual protective blister pack say E. R. Squibb & Sons Ltd, Regal House, Twickenham TW1 3QT. The pack will contain five plasters in a new, easy-to-open carton. Price is unchanged.

Vacco distribution

Vacco Ltd, Grosvenor Gardens House, Grosvenor Gardens, London SW1, announce that their vacuumware is now stocked by all wholesalers in the Macey Group of companies.

Tinaderm for easy feet

Chemists and customers are told to "put themselves on easy feet" by Glaxo Laboratories Ltd, Greenford, Middlesex, in their latest display material for Tinaderm. They have produced a two-dimensional, colourful show item to be used in counter or window displays which can be obtained from their sales department.

Continued on p484



**Tinaderm
puts you
on
Easy Feet**

Trade news

Continued from p483

Increased distribution

Since they took over the Mechant range of hair preparations and toilettries, the House of Caracalla Ltd, 128 Wigmore Street, London W1, have carried out a programme of relocating and reappointment of retail stockists throughout England and Wales and are extending their distribution into Scotland and Ireland.

Aware of past difficulties retailers may have had in obtaining the range, Caracalla are now manufacturing from a new factory in Abingdon, Berks as well as from their London factory. To make distribution more streamlined, the makers have a field force to call on retail outlets, plus promotion girls who will arrange window displays on request. The makers plan consumer advertising towards the end of the summer, and in-store display material for the pre-Christmas period.

Rockware courses

A three-day course arranged by Rockware Glass Ltd on the packaging and marketing of products in glass containers will take place in May, June and October. The course is for senior staff in marketing, sales, production and distribution in the soft drinks, wines, spirits, food, milk and the cosmetics trades. It will take place at Rockware's Wheatley factory near Doncaster, Yorkshire, on May 21, 22 and 23, June 18, 19 and 20, or October 1, 2 and 3. The inclusive price is £35 (plus VAT), with meals and accommodation for two nights at a first-class hotel. Applications for full details should be sent to Michael Revans, Rockware Glass Ltd, Greenford, Middlesex.

Tomme Tippee display stand

Jacqueline Sales division of Jackel & Co Ltd, Kitty Brewster Estate, Blyth, Northumberland NE24 4RG, have produced a wire display stand designed to hold their seven best selling lines in the Tomme Tippee range: chiming toothbrush, musical hairbrush, teeth a circus, teeth a rattle, shake rattle 'n roll, fork and spoon set, two-handled mug.

With the display stand retailers will receive 50 free Tomme Tippee baby sifter note pads plus an extra 12 two-handled mugs.

Cantopal compound manufacture

Cantassium Co, 229 Putney Bridge Road, London SW15, point out that Cantopal compound and Cantothen injection (C&D, March 22, p381), are marketed by them, but the manufacturers are Koch Light Laboratories, Colnbrook, Bucks.

Summer shades from Max Factor

Max Factor Ltd, 16 Old Bond Street, London W1X 4BP, take their inspiration from the garden for their latest summer make-up shades. For the eyes they introduce violet shimmer, willow shimmer and golden shimmer to their Buff-on eye shadow range (£0.58); cornflower and primrose to their Shadow-on eye crayon range (£0.48), and hyacinth frost to their Colour-on eye shadow range (£0.62). For

the lips they add wild rose, cherry pink, sweet orchid and lilac blossom to the Double Rich Whipped Creme collection (£0.65), and pink heather, pink magnolia, and lavender pink to the regular range (£0.46). Snowdrop, periwinkle frost, magnolia frost and orchid frost colour the nails in their whipped creme nail colour range (£0.52).

Test market for baby syrups

A new range of fruit syrups (£0.22) which provide essential B group vitamins and iron plus vitamin C is on test market in the Southern television area by Cow & Gate Ltd, Guildford, Surrey. Made without added sucrose, concentrated blackcurrant, raspberry and rose hip syrups and concentrated orange juice will be chemist only lines.

Given in the recommendation dilutions each syrup is said to provide an adequate daily intake of vitamins B₁, B₆, nicotinamide and C as well as iron. The concentrates have the fresh taste of the real fruits from which they are made. Dextrose is included in orange juice and glucose syrup in the others to "counteract the natural tartness of the fruit". Two leaflets—one for orange juice, one for the rest of the range—provide advice on how to use the products.

The syrups are packed in amber-coloured 16fl oz bottles with labels carrying the Cow & Gate logo, the name of the syrup and a colour drawing of the fruit. The label on the back carries a table of recommended dilutions for babies and small children. The bottles are capped with tamper-proof resealable closures.

Each syrup is cartoned in one-dozen outers and a display pack containing three bottles of each of the four varieties in a display outer is available. A mobile and a window sticker have been produced for the new products.

Chemists will receive a supply of both leaflets which will also be distributed through clinics. A television campaign is due to start when distribution is complete.

Berkmycen syrup

Stocks of the 500ml pack of Berkmycen syrup are exhausted, state Berk Pharmaceuticals Ltd, Station Road, Shalford, Surrey. The pack is being replaced by a new pack of 100ml (£0.31) available only in outers of ten. Orders in hand until April 12 will be filled with 100-ml bottles on a pro-rata basis and priced at the 500-ml rate.

Television advertising

Nicholas Laboratories Ltd, 225 Bath Road, Slough, Bucks are featuring liquid Radox in a three-week television campaign beginning April 21. The commercials will be seen in all areas except Ulster and Eireann.

UK distribution

R. Jackson, 56 Theobalds Road, London WC1, has acquired the rights of distribution for Isomet rollers (£2.60) in the UK.

Bonus offers

Bayer UK Ltd, Haywards Heath, West Sussex RH16 1TP. Fabahistin. Counter display box 20x20 tablets invoiced as 18 (until May 30).

Cologne Perfumery Ltd, Telford Road, Basingstoke, Hants. Tosca eau de parfums. 15 bottles as 12.

on TV next week

Ln—London; M—Midland; Lc—Lancashire; Y—Yorkshire; Sc—Scotland; WW—Wales and West; So—South; NE—North-east; A—Anglia; U—Ulster; We—Westward; B—Border; G—Grampian; E—Eireann; CI—Channel Islands.

Aquafresh: All areas

Body Mist: All areas

Bristows hairspray: All areas

Carnation Slender: All except U, E, CI

Contour slimming foods: M, Lc, Y, NE

Divi-Dent: Ln, CI

Falcon: All areas

Fresh & Dry: All areas

Grecian 2000: All except U

Hermesetas: M, Y, Sc, NE

Lady Grecian: All areas

Limmits: All areas

Oil of Ulay: Y, NE

Old Spice: All areas

Philips Ladyshave: Ln, M, WW, So, A, We

Philishave: All areas

Q-Tips: Ln, M, Lc, Y, WW, So

Rennie: All areas

Us hairspray: Lc

Vosene: All except Ln

US regulations on cosmetics and aerosol labelling

The US Food and Drug Administration recently published regulations to require certain additional labelling on cosmetic and aerosol products. Effective March 1976, the new regulations would require:

☐ Ingredients to be listed on cosmetic products in order of predominance, except those making up less than one per cent of the product;

☐ On aerosol products: the statement "Warning — Avoid spraying in eyes. Contents under pressure. Do not puncture or incinerate. Do not store at temperature above 120°F. Keep out of reach of children." In addition, when the product contains halocarbon or hydrocarbon propellants, the following would also have to appear: "Warning—Use only as directed. Intentional misuse by deliberately concentrating and inhaling the contents can be harmful or fatal."

☐ Feminine deodorant sprays to include the statement: "Caution For external use only. Spray at least 8in from skin. Do not apply to broken, irritated or itching skin. Persistent, unusual odour or discharge may indicate conditions for which a physician should be consulted. Discontinue use immediately if rash, irritation or discomfort develops." Also, the use of the words "hygiene" or "hygienic" would be banned because FSA says the sprays have "no medicinal usefulness or hygienic benefits."

☐ That each ingredient in cosmetics and each finished product was tested for safety prior to marketing and if that was not done, then the label would have to state: "The safety of this product has not been determined."

They asked for it



New formula Codella[®] medicated handcream

- improved formula, new attractive pack, new 30g size
- for rough, red hands, cracked skin, torn cuticles
- the ideal barrier cream
- scientific formula protects and cares for working hands



New Prioderm[®] shampoo

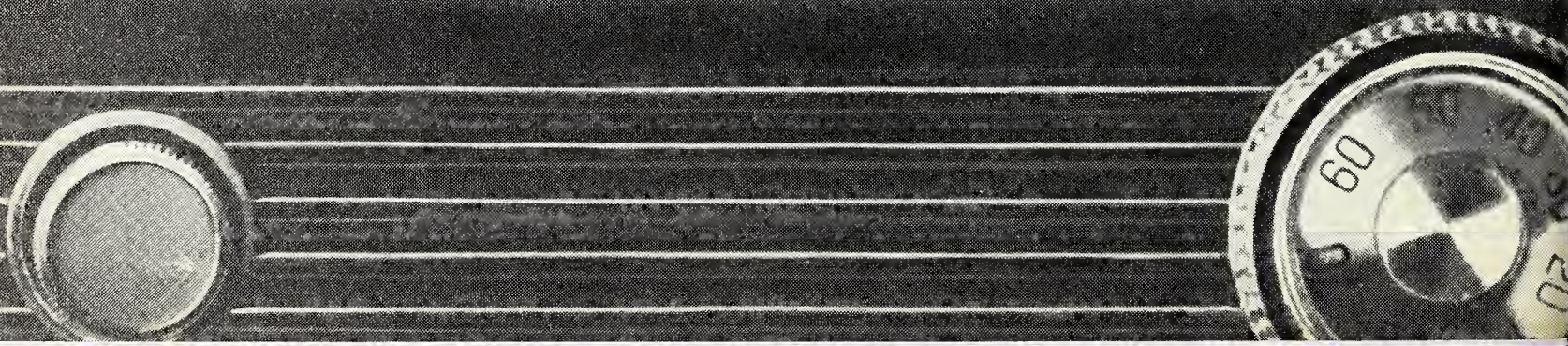
- produced at the request of health clinics
- malathion—kills lice and their eggs (nits) in seconds
- cosmetically pleasing—ideal for home use
- perfect complement to Prioderm Lotion

SPECIAL BONUS OFFER! for both products

Available only through our representative
(or direct from our Watford office with an extra 10% discount on a £25 parcel).



Moore Medicinal Products Limited, and Napp Laboratories Limited.
Members of Napp Pharmaceutical Group, Hill Farm Avenue, Watford, Herts. WD2 7RA.





What it takes to introduce Polaroid's new Colour Swingers to over 40 million people.

As you can guess, it takes a lot of advertising to tell 40 million people anything. That's why Polaroid's new Colour Swinger campaign represents the largest "Swinger" expenditure ever. (Plus we've already spent close to a million advertising pounds to make the Polaroid "Swinger" name a household name.)

Television There'll be over 50 (that's fifty) peak-time nationwide commercials demonstrating the new Colour Swingers from April 21st to July 20th (which means that about 35 million people will see Polaroid's new instant picture cameras in their homes at least once a week on average throughout your peak sales season).

Magazines There'll be an extensive colour print campaign in "Reader's Digest," "Radio Times," and the "Daily Telegraph" and "Sunday Times" colour supplements. Eleven colour pages will introduce the Colour Swingers, followed by another five that will demonstrate the brilliant quality of our new Polacolor 2 instant picture film. An early summer campaign in six influential publications will present the uniqueness of SX-70 instant photography.

Newspapers Twenty one insertions in "The Sun," "Daily Express," "Daily Mail" and "TV Times" will continue to promote the low starting price of instant photography with the black and white Super Swinger.

So get ready. Now you have 4 exciting new 60-second colour cameras and a brilliant new 60-second colour film. And soon the whole country will be finding out about them. By the millions.



"Polaroid," "SX-70," and "Swinger" are trademarks of Polaroid Corporation, Cambridge, Mass., USA.
Polaroid (UK) Ltd., Ashley Road, St. Albans, Herts.
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SURVIVAL OF THE FITTED

Retailers who want to keep their heads above water need all the help they can get to survive today's economic storms. And if you will forgive the headline above we can prove to you that modernisation will make your sales more buoyant.

The use of modern display fittings and techniques has been proved to attract more customers, sell more goods and make the shop easier and thus more economic to run—and it need not mean a large capital expenditure. We offer very attractive leasing terms with low fixed payments which are hardly more expensive than paying cash when inflation at the current rate is taken into account, and you can retain your capital to invest in new stock. Monthly payments are allowable for tax and V.A.T. is recoverable in the usual way.

Find out how we can help you to survive by sending for our kit below.

SEE US AT
OLYMPIA
MAY 18-21

INTERSHOP

STANDS

5, 17 & 18

SHOWRAX SURVIVAL KIT

<input type="checkbox"/> FREE SHOP PLANNING	<input type="checkbox"/> EUREKA A versatile modular display system for all types of outlets	<input type="checkbox"/>
<input type="checkbox"/> LEASING TERMS	<input type="checkbox"/> FOCAL Superbly finished middle-shop system with infinite display possibilities	<input type="checkbox"/>
<input type="checkbox"/> FREE QUOTATIONS	<input type="checkbox"/> EQUIPLUS Sophisticated modular glass display system for all-round visibility of goods	<input type="checkbox"/>
<input type="checkbox"/> HIRE PURCHASE	<input type="checkbox"/> TECHNIFIL Wire containers, stacking baskets and sales units	<input type="checkbox"/>
<input type="checkbox"/> SHOPFRONTS & BUILDING WORK	<input type="checkbox"/> KARU-SELL Mobile rotary display unit	<input type="checkbox"/>
<input type="checkbox"/> COUNTERS & DISPLAY CASES	<input type="checkbox"/> CHECKOUTS	<input type="checkbox"/>
<input type="checkbox"/> SELF SERVICE TROLLEYS & BASKETS		

START PLANNING YOUR SURVIVAL NOW. TICK THE ITEMS YOU NEED IN YOUR PERSONAL KIT, CLIP YOUR LETTER HEADING OR CARD TO THIS PAGE AND SEND IT TO Showrax Ltd, Tower Works, Northfleet, Kent DA11 9BE.

OR FOR IMMEDIATE RESCUE RING 0474 60670 AND REVERSE THE CHARGES

showrax

SHOPFITTING

A station pharmacy became prototype for Westons

When the Weston Group bought the Lewis & Burrows chain of 21 pharmacies in London five-and-a-half years ago the shops included a few situated in station precincts. Most of the latter were not only short of space but there was no possibility of expansion to bring them into line with the modern practice of larger units.

However, in one instance, namely that at Baker Street station, London, Westons were able to transfer the branch to much larger premises (2,000 sq ft) on another side of the station block.

Two sides of the new shop which was previously occupied by W. H. Smith & Son, are within an arcade that leads directly to or from the Bakerloo trains.

The main entrance is in Baker Street (the previous branch adjoined a service road to Marylebone Road) and is flanked by floor-to-ceiling windows.

The dispensary is at the end of the shop and is housed on a raised platform from which vantage point most of the L-shaped shop is visible.

For those points where pillars, etc may provide a hiding place for the dishonest, there are three cameras installed, and two monitors which can be switched to any required camera.

The move gave the branch an opportunity to stock a much wider range of products than previously as well as packs. According to the branch's superintendent pharmacist, Mr M. E. Marcus, the public seem to favour the larger packs, which of course take up more shelf space.

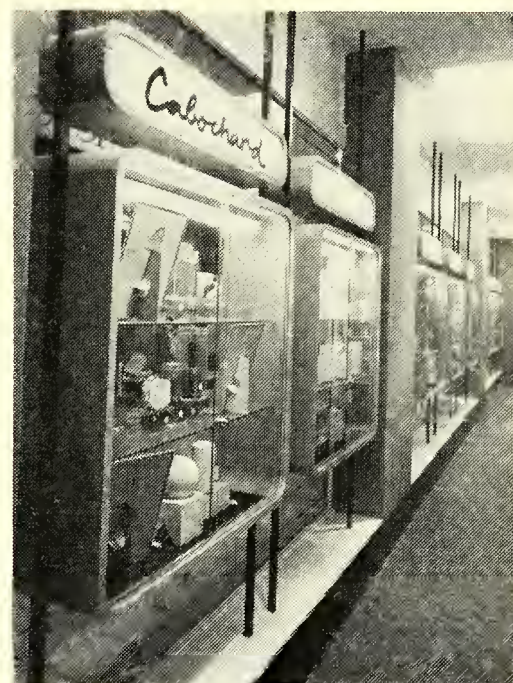
Because the whole depth of the premises

on the arcade side is bounded by windows, there is less room for shelving than would be available in the normal shop bounded by walls. To some extent, though not entirely, the shortage has been overcome by employing two rows of gondolas from the front of the shop to almost the dispensary. The basement which runs the whole depth of the shop serves as a store-room for additional stock, and also houses the rest room for the staff of ten. Among the fittings in the stockroom are a number of sliding units which have proved useful for light weight materials by saving valuable floor space.

At right angles to the main sales area and adjacent to the dispensary (in other words the base of the letter L) the floor area is narrow so Westons have utilised part of it as a self-service shop for greetings card, etc. Beyond this is a typical station kiosk which opens only in "rush hours" for the sale of confectionery.

A feature of the branch the the individual display cases (see illustration) for cosmetics and perfumery in each window. These were made specially by the shop-fitters responsible for almost all the shop-fitting work—Pillerstead Ltd, 21 Merridale Lane, Wolverhampton WV3 9RD. Expanded polystyrene cut-outs bearing the Weston logo are placed at several points.

Details of other fittings are: heating by electricity from units in the ceiling; strip lighting recessed into ceiling; air conditioning; Flotex carpet throughout, coloured hessian friezes with departmental designations run the length of the shop



The window display cases which provide a feature of the shop. Below is part of the sales area with the dispensary behind the pelmet

over Kind Store wall units lit by concealed lighting, and aluminium framed doors and windows.

Fitting out the branch was used by Westons as a prototype. An innovation that was particularly noticeable and one which has been employed in several other branches since, is the use of colour replacing the "clinical white" except in the dispensary.

Comparisons of turnover in monetary terms before and after the move are obviously inappropriate. Dispensing of medicines which theoretically might be expected to feel the impact less than say OTC sales, has, in fact, increased considerably particularly in the private sector which has risen by 50 per cent since the transfer.

'Survival kit' campaign extended

A "huge response" to their "survival kit" campaign launched in January to help retailers fight inflation (C&D, January 11, p37) is announced by Showrax Ltd, Tower Works, Northfleet, Kent DA11 9BE. The kit consists of a package of Showrax display equipment and services designed to help retailers combat soaring overheads by making more sales.

One of the main attractions of the offer has been the special leasing scheme which is in operation for a limited period. Under it a retailer can have any of the Showrax ranges of equipment installed in his shop and the first rental payment only falls due after three months. Thus in the initial rental period of four years only 45 equal payments are made instead of 48. At the end of the initial period the lease can be renewed for just £1 for a further ten years regardless of the value of the equipment.

Because the campaign has been so successful Showrax have managed to negotiate an extension of the period of the leasing offer which will now be continued to include the Intershop exhibition to be held at Olympia May 18-21.



SHOPFITTING

Modernisation can be an inflation beater

by Gillian Newbury, E Plan Ltd

Most retailers, and the pharmacist is no exception, must have asked the question "How can I attract more customers to my shop and, once in, encourage them to buy extra?" Today, more than ever before, there is a sense of urgency to the question. Overheads are increasing rapidly and with little chance of selling his premises, the retailer must find the answer if he is to survive inflation.

There are several contributing factors to a shop's success in attracting custom—location, well lit premises, and good displays—to name but a few.

A waiting customer will only buy additional articles if the desire for them is created within him and therefore stock displayed effectively and accessibly sells quicker than items hidden away.

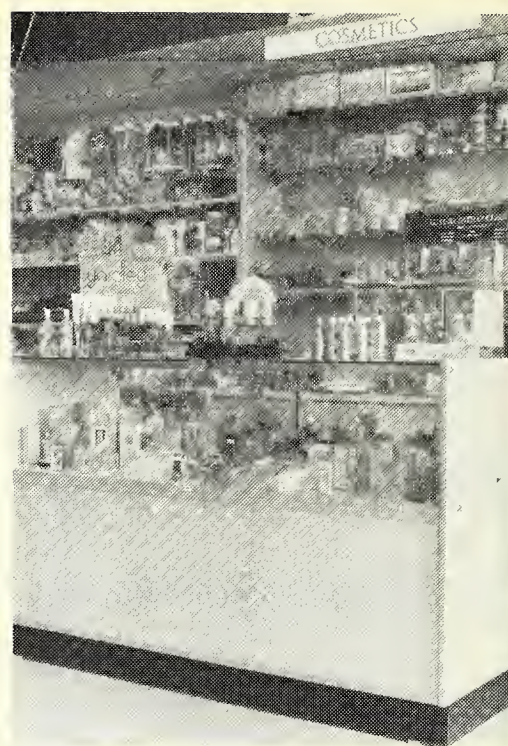
To create a successful selling environment it is necessary to provide a layout which encourages customers to circulate throughout the whole shop, seeing all that is offered for sale, with an arrangement of merchandise that is easily handled. Theoretically, any shelving which presents stock

in a conveniently accessible way is suitable. In practice, certain fundamental requirements must be met to obtain maximum efficiency.

Shelving should be graduated in depth so that the lower shelves are deeper than higher ones. In that way goods on the lower shelving have a wider angle of view than if all shelves were the same width giving better presentation and greater display impact.

Flexibility is also important since many lines are seasonal and special promotions have to be considered. It is essential that shelving can be changed around or even stored away when not needed. Gondolas can be used in this way. As a permanent display aid they make full use of the available floor space without restricting the general view of the shop, so enabling investigation of the rest of the goods displayed around.

Easily the best, and in the long run cheapest, way to attain this merchandising Utopia, is to use standard shopfittings. Custom-made shelving is usually more



Glass cabinet and half glass counter provide best visual impact for small and valuable stock. From the range of E Plan, the equipment was installed in the Northfleet, Kent, branch pharmacy of Nicholson and Keep, by Display Equipment Services, Uckfield, Sussex

expensive and lacks the flexibility of a mass-produced item which has a built-in range of accessories geared for maximum display of all types of stock.

Normally, the units are either fixed to the wall or free-standing but recent developments in the shopfitting industry have produced at least one suspension system which obviates completely the use of plastering or wall fixing. This creates an entirely modular interior so cutting the time and cost of modernisation.

Variety of shelving

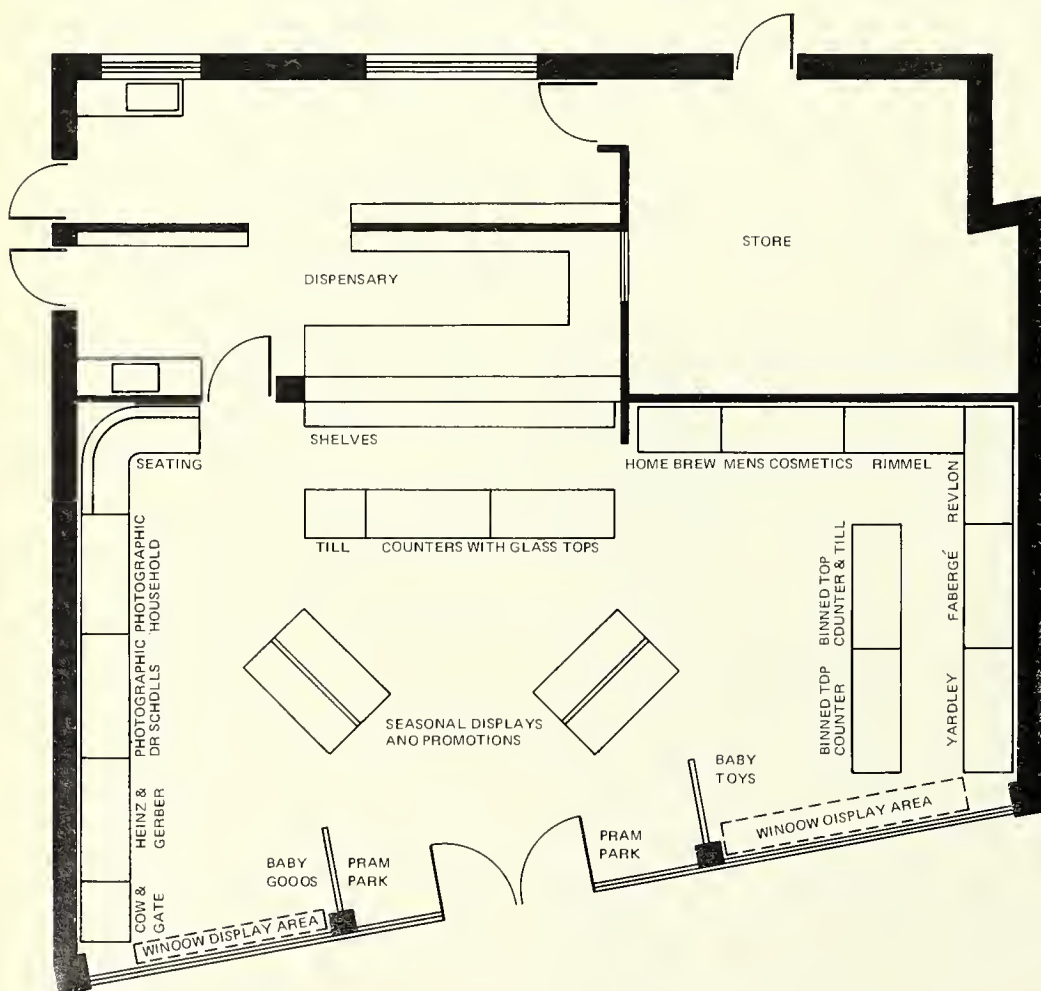
Shelving now comes in a variety of colours and textures. Glass or wire binning (if needed) is standard with most ranges of equipment. Shadow boxes with or without anti-theft locks and a variety of counters are also standard in all ranges.

Modernisation need not be lengthy or disruptive to trade. With improved shopfitting techniques most conversions take as little as two days. Many retailers report an immediate increase in sales during and following a refit. Modernisation frequently puts a shop "on the map"—perhaps noticed for the first time by many regular passers-by.

In the main it is reasonable to expect an average increase in turnover of 20-25 per cent though increases of up to 250 per cent have been achieved mainly in cases where there was the minimum of display previously.

Full credit and leasing facilities are available through some shopfitting manufacturers, the cost being offset against the increase in profits.

The benefits to the staff must not be overlooked. Assistants may be relieved of constant walking and have a better distribution of duties. Stock-taking is simpler and the shop is easier to clean and maintain. Can any retailer afford not to modernise if he is to beat inflation?



Floor plan of Mr R. W. Elgie's pharmacy at Gosport, Hants, supplied by E Plan Ltd. After a refit sales increased by 40 per cent in the first two months

Volumatic Security Products



Volumatic Cash carrying Cases

When snatched from the carrier, sounds an ear piercing audible alarm and sends off clouds of dense orange smoke. The cash is stained and made useless to the thief and the carrier is protected by a year's free insurance. It's a foolproof way to carry cash. Available in three sizes. Also available ladies' style hand/shoulder cash carrying bag and in-store cash collection case with many new features.



Volumatic Emergency Alarm

A multi-purpose portable audible alarm for floor or wall mounting; gives immediate 'press to sound' and 'press to silence' operation with ear piercing signal. Foot or hand operated.

Volumatic Stoplifters Bright deterrent orange signs for hanging in retail sales areas. Each sign carries powerful anti-pilferage slogan on either side. A sure way of deterring the casual and impulse pilferer. Bright orange acrylic with black lettering, suspended with chrome chain. Dimensions: 36 ins. wide by 12 in. deep (91 cm. (91 cm. by 30 cm.) Low in cost.

**SHOPLIFTING
IS AN OFFENCE
WE ALWAYS PROSECUTE**

All Volumatic security products are manufactured under stringent quality control and research is being conducted into the improvement of existing products and development of new products. We are always happy to discuss specific security projects with customers. All Volumatic products are backed by a one year written guarantee.

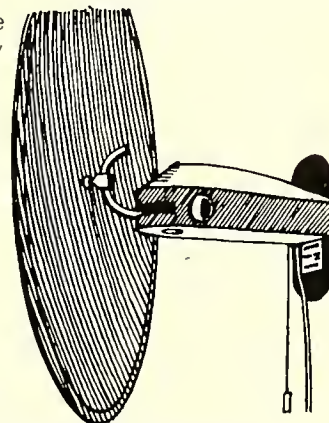
Solve your security problems now – send for literature today. To help us to give your enquiry immediate attention, please quote this reference CD

Volumatic Limited – leaders in retail security



**Volumatic Limited
Taurus House
Kingfield Road
Coventry CV6 5AS England
Telephone (0203) 84217/8/9**

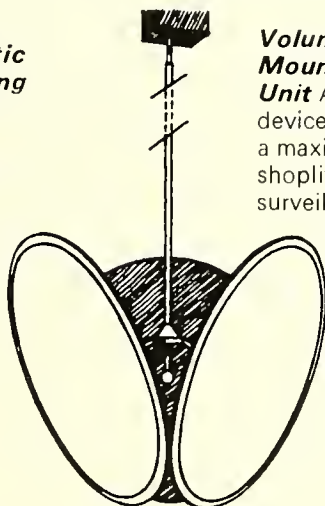
Volumatic Security Scanning Arm The ultimate shoplifting deterrent, an electrically driven arm onto which convex mirrors can be mounted. Moves the mirror in a 120 degree sweep every 20 seconds. The mirror's movement maximises the deterrent of the convex mirror and gives added surveillance. Neat, modern and highly effective.



Volumatic Ceiling Mounted Deterrent Unit

A new security device designed to provide a maximum deterrent to shoplifters by constant movement of multi-angle surveillance mirrors.

A ceiling mounted arm on which are mounted three convex mirrors is driven in a circular motion by an electric motor. Can be fixed either to conventional or suspended ceilings. All the mirrors and the suspension tube in bright Volumatic deterrent orange. A fraction of the cost of similar products.



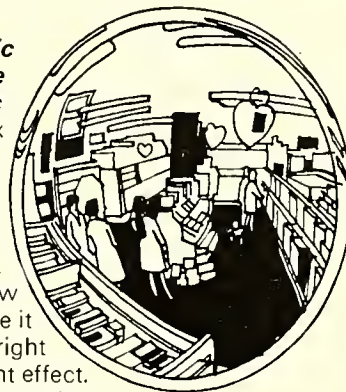
Volumatic Anti-Pilferage Mirrors

Volumatic new generation circular convex mirrors with a bright orange 'halo' trim are the most effective low cost method of pilferage control; three diameter sizes 16 in., 24 in. and 34 in.; tough glass fibre backing makes them virtually unbreakable.

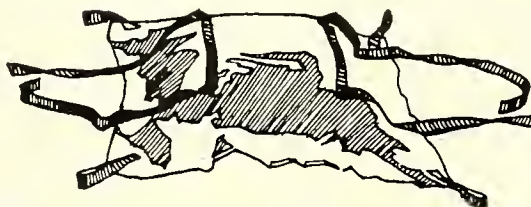
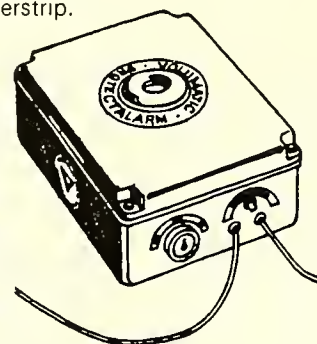
For tight corners, the Volumatic Slimview mirror is the answer. Oblong in shape it measures 24 in. wide by 16 in. deep. Bright Volumatic orange trim for added deterrent effect.

Volumatic Two-Way Observation Mirrors give discreet surveillance of high pilferage risk areas.

Available clear and indistinguishable from ordinary mirrors, or with Venetian silverstrip.



Volumatic Loop Alarm Systems An entirely new range of battery operated loop alarm systems that provide an unbeatable method of preventing the theft of merchandise on open display. Require no maintenance and running costs are virtually nil. Supplied with coaxial cable that cannot be bridged. Three types are available, two with unique and patented automatic re-setting facility. Powerful audible signal. Applications in all types of non-food retailing.



Volumatic Bomb Blanket

Designed to contain the blast from expedient (home made) bombs. Gives 16 sq. ft. coverage. Already in use by department stores and some public utilities. Designed to be placed over the bomb until disposal experts arrive.

Volumatic Protectachain Chrome finished neat, flexible ball-link chain for securing goods on open display. Very low in cost. Case studies show it can totally eliminate pilferage.

made to make you profit

SHOPFITTING

Focussing on the dispensary

Because the dispensary has to be out-of-bounds to the customer it has frequently been the last part of the premises to be modernised. Any pharmacist who has "taken the plunge" has found that the cost and temporary upheaval to be well worthwhile because of improved working conditions and resultant efficiency.

Unlike many of the mass-produced fittings that can be adapted for the sales and stock areas, the fittings in the dispensary must be frequently tailor-made.

In previous shopfitting issues of *C&D* a number of companies interested in this sector have been mentioned. Another firm—little advertised to date—point out that dispensary refitting "has long been a speciality" of theirs also. A.C. Shopfitters, 34B Jeffrey Street, Gillingham, Kent, say that among the dispensaries fitted out by their workmen recently are those of S. C. Field (Hope-Smith) in Penzance; J. M. and B. W. Pottle, Botley, Oxford and Penman (Patel Pharmacy Ltd) at Wimbledon. The latter has just been completed and the premises were being opened this month. The units are of melamine-faced board in matt white finish with similar faced board backing eliminating the need for painting or maintenance.



Newly added to the range of rotary Spacemakers, marketed in the UK by R.D.S. Group Ltd, 7 High Street, Ewell, Surrey, is the model described as the "See Through" Spacemaker. The benefit of this model shown here alongside the original model, is that retailers can see what is going on behind it. The capacity of the new unit is exactly the same giving up to 55ft of display in 33in of floor space.

Deterring the dishonest

by F. R. Pegg, chief executive, Volumatic Ltd

With shrinking margins, cash flow difficulties and other pressures brought about by inflation and unemployment, the retailer is being forced to take shoplifting, a major source of reduced profits, more seriously than ever in the past.

The new threat to the retailer and particularly the chemist, in terms of shoplift-

ing losses comes from children, from quite a young age up to their mid to late teens.

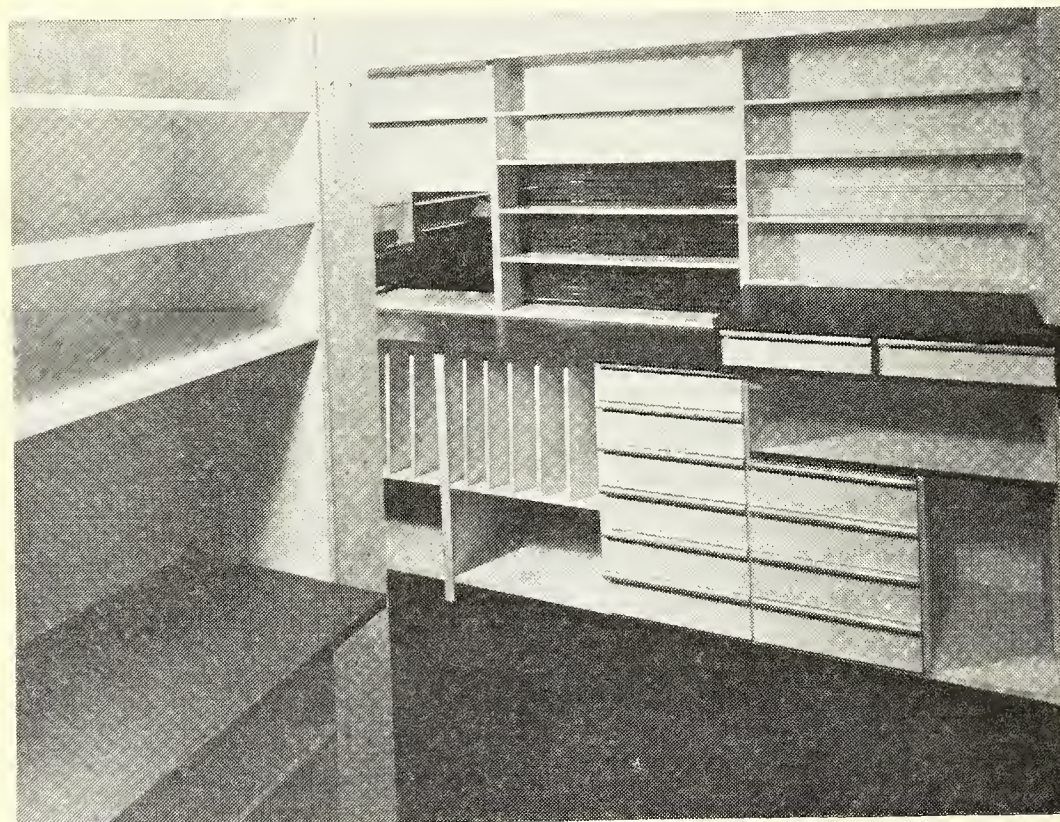
The five to eight group often steal in liaison with their mother or a relative. The child shops with the mother and understands that every item that the mother picks up from the shelf and puts back again on the shelf is the item which has to be stolen. Making sure that no-one is watching, the child puts the item into the mother's shopping bag.

Schoolchildren from about eleven years up to fifteen are, in many ways, one of the worst groups that the retailer has to deal with. Parents today give a thirteen-year-old girl money to buy a bar of chocolate on her way to school, but they would never consider giving her money to purchase say make-up. Yet a girl is a young adult and dresses like a young adult, uses make-up like a young adult. She is not given the money to purchase these things and there is a chance that she will steal them.

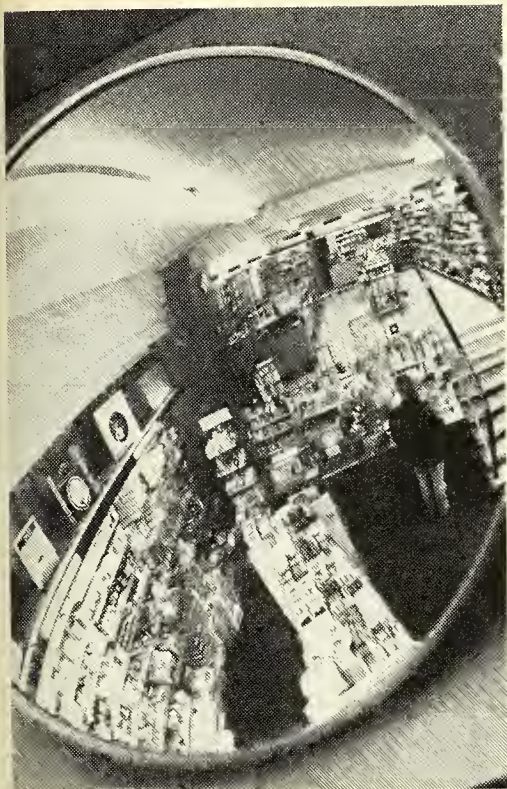
There are, of course, many girls and boys above 15 years of age, who shoplift. The reasons for carrying out crime from 16 to the early 20s and onwards are more complex and often devious and well thought out.

The seriousness of the problem is clear particularly for the chemist who has a shop close to a school, university or technical college. He should be ever on the watch for gangs, who cover up or provide diversions for accomplices. Unremitting surveillance will soon detect the regulars and policy of prosecution on every occasion—however young the offender—will soon cause the falling off of thefts.

Modern shopping precincts lend themselves to exploitation yet they have their advantage. The retailer can get together



The dispensary of Patel Pharmacy Ltd, Wimbledon opened this month. Fitted with all tailor-made units by A.C. Shopfitters, part of the serving hatch can be seen above the bottle racks (centre). The fitting on the left is backed by floor-to-ceiling shelving



One of the anti-theft mirrors installed at Ronald Birch Ltd, Ealing, London, by Volumatic Ltd shows the wide area that can be kept under supervision.

with neighbours and exchange information on suspected shoplifters and peak times when thefts take place. In this way a pattern will emerge, which will help the return will emerge, which will help him combat the crime and protect his profits.

Staff pilferage can be a particular problem. Apart from the usual precautions, the retailer should insert a clause in the terms and conditions of employment that give a right to search employees when they arrive or when they leave the store. The knowledge that the retailer has this right is a major deterrent to the would be pilferer.

Legal precedent

A significant legal precedent has been set in recent years (*Regina v McPherson*) which now means that it is no longer necessary for the shoplifter to leave a store before being apprehended by personnel but they must be certain that the individual involved has stolen goods.

A source of help to which the retailer can turn for advice on pilferage in addition to the manufacturers of retail security products is the crime prevention officer of his local police force. Trained in all aspects of crime prevention, their help and advice can be invaluable. The Home Office report "Shoplifting and Thefts by Shop Staff" at £1.50 represents a sound investment. Also available is a booklet called "The Disappearing Profits" a synopsis of the report which again is published by the Home Office. This is available free direct from Volumatic Ltd, Taurus House, Kingfield Road, Coventry CV6 5AS.

Shopex '75

Shopex '75, the display and shopfitting exhibition, will be held at the Metropole Exhibition Halls, Brighton, from October 26 to 29. A one-day conference will also be staged during the exhibition. Copies of a brochure on the exhibition are available from the organisers Westbourne Exhibitions, Crown House, Morden, Surrey.

British shopfitters show their wares at Euroshop 75

A number of British shopfitters are now looking to countries on the mainland of Europe for their expansion. Export turn-overs in excess of £900,000 were completed by members of the National Association of Shopfitters in the first 10 months of 1974 and they are confident of their ability to increase substantially that total during 1975.

The shopfitting industry in Britain differs from that in continental Europe in two main respects. Firstly, British shopfitters work on a national basis, resulting in a very competitive industry and avoiding the quasi-monopoly situation, frequently occurring on the Continent, where a single shopfitter tends to dominate the trade within an area. Secondly, British shopfitters usually work as main contractors and have developed the organisational requirement necessary to plan a contract through from initial conception to completion. They also accept responsibility for scheduling and co-ordinating the host of subsidiary trades which are involved in the creation of shopfronts, entrances and fine interiors.

This contrasts with shopfitters in many continental countries who generally only supply and install as one of many sub-contract trades involved in a contract, the planning, scheduling and co-ordination of an installation being the responsibility of the architect, the builder, engineer, or even the client.

To show what their members could offer, the Association took a 60 sq metre stand at the Euroshop 75 exhibition held recently in Dusseldorf, Germany. Other shopfitters from Britain were also present as for example Olney Bros, Berkhamsted.

They said that with the value of the pound falling steadily against European currencies they felt now was the right moment to get more business from other EEC markets. They have purchased a company in Holland to act as selling agents

for their products. (The address is: 80 BV, Smalle Reep 17, Breda, Netherlands).

The modular units offered are as most systems, interchangeable, but Olney believe they are somewhat more flexible since they offer two complete systems in 90cm modules and 120cm. Most other systems will offer 120cm and one or two alternative sized shelf units, but their System 80 contains all components—such as drawer bases, showcases, cabinets, display units and specialised components etc, in both modules.

The finishes are both polished hardwoods and laminated according to client's choice. Most, if not all, modular units are metal and plastic. Wood is both harmonious with all types of decorations (traditional and modern) as well as being acceptable to almost everyone. Another advantage claimed for wood is that the "new look" stays newer longer and minor damages can more easily be repaired.

A range of different units and different coloured pelmets are also available to give each installation some individuality.

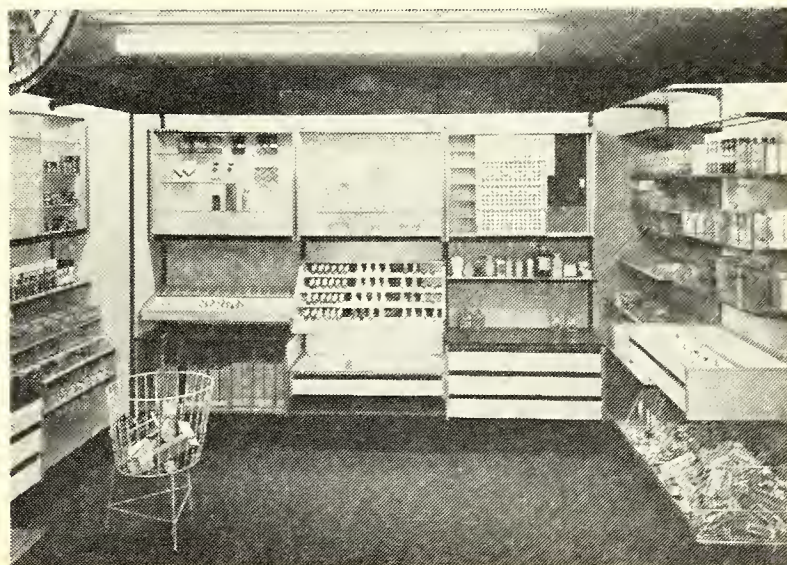
Of course it is possible to modify in almost any way, various items within the range, both in finishes, colours and design to suit most client's wishes. The retailer thus has the benefit of the economical standard system linked to individuality that is still preferred.

Javelin system

As a result of Euroshop, City Industrial Ltd, Fonthill Road, London N4 3HN, expect to provide their Javelin shopfitting system for the fitting out of pharmacies in France and Germany.

CIL's managing director, Sam Morris, says that "Euroshop far exceeded our expectations and the German and French, in particular, were interested in using Javelin in pharmaceutical outlets".

Continued on p494



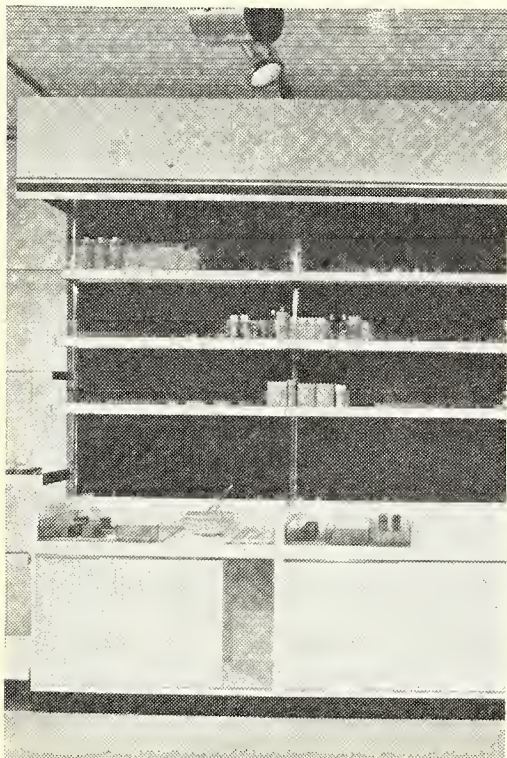
Some of the units shown by Olney Bros at Euroshop 75

Euroshop 75

Continued from p493

In CIL's view, Javelin which is all British and the product of three years' research, is particularly suited to the modern pharmacy and the shelving's "clean and uncluttered lines do not obstruct the merchandise display".

Part of CIL's Javelin system




the key to
solve your problems

shopfitting

Olney bros offer you a full and comprehensive service covering all aspects for your trade.

details from; olney bros ltd.
jado house.
northbridge road.
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☎ 5417-9

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Shopfitting round-up

Reducing window spoilage

New self-adhesive window films, designed to protect goods in shop windows from damaging ultra-violet light, are being offered by 3M United Kingdom Ltd. For retailers, they should bring the twin benefits of considerable reduction in costly spoilage and longer-lasting displays.

Scotchint shop window films, applied to the inside of windows or large display cases, are claimed to eliminate 99 per cent of harmful ultra-violet light and control solar heat.

Two types of films are available. Both are of transparent polyester with the same effective ultra-violet absorber in the adhesive and both permit uninterrupted vision without distortion.

Keeping floors clean

Allied Industrial Services, Lidget Green, Bradford, W Yorks BD7 2QS, have established a doormat service based on their Dustbarrier mat. Allied claim a "much more than average dust pick-up" because of the 100 per cent cotton pile specially impregnated to attract dust and dirt. Heavy-weight rubber backing, edged to avoid scuffing, wrinkling and tripping is a special safety feature, especially appreciated in hospitals, where they have been tested.

Allied claim a service rather than a product. They supply the mats under a fixed rental agreement, change the soiled ones at regular intervals, usually weekly. Worn mats are replaced where necessary at their expense.

Mats are available in two shades and sizes. 32 x 48in and 48 x 72in in either mottled red or grey.

Long life incinerators

Heating and Air Treatment, 46 West Street, Chichester, Sussex, can supply incinerators of modular construction consisting of nine basic parts which sleeve together. The sleeved construction facilitates the replacement to any combination of the parts, as and when they are required. The life span of the incinerator is therefore extended to such a degree that there is virtually no need to ever replace the complete incinerator with a new one.

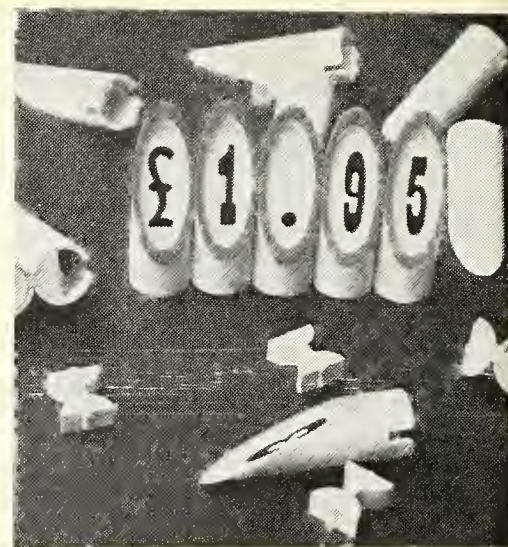
The company offer advice on the location of the incinerator and positioning with regard to down draught etc by the circulation of air and gases produced inside the units.

In various sizes, the smallest incinerator has 5 cu ft capacity and costs £97.50 ex works.

Price markers

Cameo, described as "a fresh concept in elegant price markers", has been launched by Movitex Signs Ltd, 107 High Street, Edgware, Middlesex, to complement the company's already retail pricing range.

Cameo employs just two white plastics components. Fingert-shaped uprights



which display the pricing information are simply joined together by concealed connecting pieces recessed into the base of the uprights.

The fingertip has an oval face with the figure, £ sign or decimal point printed in silver, blue or black. The face has an oval border in orange for the black character version and silver for the other.

Portable fire extinguishers

An extensive range of portable fire extinguishers, for use in virtually any situation where "first aid" fire fighting equipment is required, is outlined in a new leaflet from AFA-Minerva (EMI) Ltd, Grosvenor Road, Twickenham, TW1 4AB.

Five basic types of fire extinguisher in varying sizes, are described together with hose reels and fire blankets which complement the company's capability in portable extinguishing aids. The extinguishers are charged with water, foam, carbon dioxide, dry powder or BCF (bromochlorodifluoromethane).

Films

A Look in Time.

Lawrence Security Services Ltd. 16 mm colour and sound. Running time 15 minutes.

Purchase from Lawrence Security Services Ltd (£185) or hire from Argus Film Library, 15 Beaconsfield Road, London NW10 (£25 per one day).

The film follows the actions of two people operating individually and as a team.

It opens with a man entering a store, browsing through goods in a department, when suddenly he is aware of being observed by two sales assistants, he steals nothing. The next scene shows him in a department where he is not observed and a high priced product is removed from the display. The film continues with scenes of both the man and a woman in their nefarious activities. In some they are prevented from stealing because of alert and observant staff, whilst in others, because of a moment's inattention by the staff they are able to steal. Many of the dodges employed by pilferers are portrayed. The narrative emphasises the need for staff to be alert and observant and to recognise certain elements of behaviour and/or items by which they can identify potential shoplifters, deterring them from pilfering but NOT apprehending them.

British Pharmaceutical Students Association Conference

Students press for cut in undergraduate numbers

Pharmacy students last week called upon the Pharmaceutical Society to act on the number of students being enrolled on pharmacy courses and to rectify the decline in pre-registration places available to graduates.

Motions on the two subjects were brought up during the British Pharmaceutical Students Association's conference at Chelsea College. Proposing that the conference "expresses grave concern at the increasing pharmacy student intake which exceeds the future manpower requirements of the profession," Miss Hiliary Burt (Bath) said that the profession was becoming increasingly popular, especially with girls. There was a danger of training an excess of graduates, and there was "clearly a need" for the Society to take a survey of the situation and give an accurate forecast of manpower needs. Miss Patricia Rushton (Brunswick Square) pointed out that the Society had no power as such to restrict the number of students, but might be able to make representations to the schools. Mr C. Benrimoj (Bradford) felt that it was the the profession's duty to provide an adequate pharmaceutical service, and if the number of pharmacists were reduced, there would be a cutback in services.

Mr J. Glare (Executive member) said 13 schools of pharmacy had increased their intakes last year. There were now 8 per cent more students than last year, and the figure had risen 39 per cent over the past 10 years. At the same time the number of general practice pharmacies had diminished and hospitals could not afford to employ more pharmacists because recent pay rises had not led to increased allocations to pharmacy departments. The Society could have an indirect effect on student numbers by reducing the number of pre-registration posts but that would not be fair on those who had already graduated.

Preregistration posts

Proposing that the Society be requested to take steps to rectify "the steadily declining number" of preregistration posts, Mr A. Banks, retiring president, said it had become clear in discussions he had had that the number of such posts was indeed declining—Boots were "turning away" students and Berkshire Area Health Authority had told him it would only be employing two graduates this year, whereas that number had been employed in a single hospital in the past. Private retail pharmacy was also cutting back posts because of increasing costs. The Society had to act now to help the graduates of a few years time—who were already studying at college.

Mr Banks later proposed that the conference mandate the Association's Execu-

tive to make representations to the Society that its byelaws be amended to allow the inclusion of students "within a special category of membership." He explained that BPSA's representation to the Society was via the assistant secretaries to Council, and his proposal would, if implemented, mean a more direct input into the Society. Such a special category of membership would not be allowed to vote in Council elections, but would be able to have delegates and propose motions at the Branch Delegates meeting.

Mr Banks made it clear that he was not proposing recognition of BPSA by the Society—that had been attempted before, but had met with objections from the Society. However, he hoped that the same students would join the group as would join BPSA, and that the new category

would be run on the same lines as the Association. The proposal, which was a long-term one, was submitted to an Association subcommittee for study.

Mr B. Patel (Chelsea) proposed that BPSA negotiate an increased grant from the Society. Mr C. Ranshaw, retiring treasurer, said that the Association was short of finance now and needed an increase in grant. He did not think the Society had ever given an increase since it first gave its grant several years ago.

Other methods of balancing the budget were approved by the conference. The membership fee was put up from £0.40 to £0.50, and the number of Executive members was trimmed; Mr Ranshaw said that the Executive expenses were the biggest single item in the BPSA budget. The position of vicepresident was abolished, his duties being taken over by the president, the positions of information and publications officers amalgamated as public relations officer, the International Pharmaceutical Students Federation liaison secretary and student exchange officer was made one post, and the regional co-ordinator positions abolished.

The Association's officers for 1975/76 will be: president C. Ranshaw; general secretary Miss Wanda Pienkowska; treasurer J. Glare; IPSF liaison secretary Miss Hiliary Burt; public relations A. James.

Job problems 'to get worse'

The problems of pharmacy graduates obtaining preregistration places is going to become increasingly difficult according to Mr J. P. Bannerman, vice-president of the Pharmaceutical Society.

Speaking to the British Pharmaceutical Students Association conference last week in a forum session, Mr Bannerman explained that as hospital salaries rose, retail salaries had to follow and some general practice pharmacists would have to drop out from training graduates. There were currently discussions going on into methods to help the situation but whatever happened, "obviously we cannot have a situation develop where it is difficult for pharmacy graduates to get preregistration places." The Society was not interested in people obtaining degrees in

pharmacy if such people did not become members, he added.

The prospects for pharmacists in the industry had lost some ground due to pressure being applied on the EEC from the Association of the British Pharmaceutical Industry and the British Government, with the pharmacists' position being "diluted" to that of a qualified person. However, Mr Bannerman felt it "would unquestionably dawn" on the industry at some time that the pharmacist was the best person to have the responsibility in the industry.

In hospital pharmacy, there had been a "reasonable expansion" with pharmacists managing the service, and having more the role of consultant than technician.

Continued on p496

The 1975/76 Executive Committee and area co-ordinators of the British Pharmaceutical Students Association pictured at the dinner dance at the close of the Association's conference last week. Mr C. Ranshaw, the new president, is seated second left



Students' conference forum

Continued from p495

There had been a "major breakthrough" in the agriculture and veterinary sphere where it looked as if pharmacists were going to hold onto a monopoly recently given to them on the distribution of certain medicines.

However, the number of general practice pharmacies was diminishing by 5 per cent a year. The growth in that sphere which might have been expected due to the rise in population was not seen because of health centres, which redistributed pharmaceutical work in a concentrating fashion. "As we see more and more health centres coming along, we are going to see a less and less widespread demand for pharmacies."

Projected changes in general practice pharmacy had to be looked at to see where they would lead. If general practice was to be made more professional, then "we've got to find some better way of putting pressure on the government to have pharmacists better paid for the pharmaceutical work done, or we've got to find some other sort of work outside pharmacy for about a third of our members." Mr Bannerman felt there were too many pharmacists at present, and if the amount of work was cut down, a "sticky situation" would arise where graduates in 5-10 years time could find difficulty in obtaining jobs.

Graduates' disadvantages

The theme of the forum was "the introvert pharmacy student—what kind of pharmacist?" Mr Bannerman, who regularly employed a postgraduate student, felt that graduates did not fit easily into his type of practice. They had the advantages of youth, energy, high intelligence and a deep and wide knowledge of pharmacy, but suffered the disadvantages that they were poor communicators, had poor legal knowledge, and were unwilling or unable to capitalise on their knowledge.

The pharmacist of today had to be an expert communicator, and needed an extrovert personality, felt Mr D. J. Dalglish, a member of the Society's Council. That would be difficult if he were an introvert. The general practice pharmacist had to be extrovert also in his professional and retail practice, and be an entrepreneur in the commercial side of his business. He was an advisor and "father confessor" to the public—even more so as doctors became less easy to consult. In smaller communities, the pharmacist became a community figure in his own right.

Mr Dalglish was hopeful that the pharmacist would become the co-ordinator of the health team, and have a managerial advisory role regarding the patient, as well as assessing side-effects and discussing the patient's treatment with

other professions. For that he would need to be extrovert. He emphasised that it was important for the pharmacist to retain the right to counter prescribe.

It might be thought at first that the introverted pharmacist might find a haven in hospital pharmacy. That was not now so in the main as an extrovert personality was required to manage the service and take part in such developments as ward pharmacy. Though the introvert might "come into his own" in academic and research situations, Mr Dalglish thought that there was "very little hope" for the introvert in pharmacy today.

'Academically introverted'

Dr P. Noyce, pharmaceuticals lecturer, Chelsea College, felt pharmacy students were "academically introverted and socially introspective". The factors which produced that were: the course content and orientation, the isolation of the pharmacy department, and the duration and intensity of the course. Any course which was vocational in nature, like pharmacy, precluded integration with other courses except at an elementary level. There was a "dilemma" in designing the course to reconcile the various employments. Should pharmacists not expect to undertake postgraduate education to allow them a wider choice of jobs with a first degree? Dr Noyce asked. He felt it better that there should be a vocational specialisation in the final year, eg hospital pharmacy including small scale production, rather than a subject specialisation.

The "anomaly" of pharmacy was that in some universities it was grouped with science subjects and in others with medical studies. As pharmacists were in the health team, Dr Noyce felt that some of the training should be in the same environment as for medical students: "Lack of a link at educational level leads to a lack of communication at professional level."

Dr Noyce felt the pharmacy course should not be lengthened as it would only be filled up with other studies and so the intensity would remain. "If the course is streamlined for relevance, which it is not at the moment, and a system of specialised postgraduate courses instituted, the undergraduate course should be able to cover the material quite comfortably."

Employment difficulties

During the discussion Mr Bannerman was questioned on the difficulty of graduates finding jobs. He said it was being discussed by the Society at the moment. He hoped there would not be a recurrence of the events of the 1930s where pharmacists took over uneconomic shops, which led to a fall in standards. The Society were discussing whether a joint approach could be made, with the Department of Education, directly to the universities and polytechnics to cut down the intake of students. However he pointed out that because pharmacy was "buoyant" and other science subjects were "in a bad way", pharmacy schools were getting better candidates and all schools were currently of a "fairly high calibre."

Mr Bannerman said he would like to see movement towards a more organised pattern in the preregistration year. Mr Dalglish later said he also was "unhappy"



Mr T. P. Astill (left), deputy secretary, National Pharmaceutical Union, presents the NPU "victor ludorum" cup to Mr A. Hall during the dinner dance of the conference last week. Mr Hall represents the Cardiff team which was victorious at the recent BPSA sports finals day

about that year, and would prefer to see more formal short courses organised for those students. Mr Bannerman replied that day release courses were being organised by health boards and it was encouraging that they were getting all graduates together. It was "not enough" that such courses should be for those in the hospital service only.

'Continuing education' report

Questioned about pharmacists' "apparent apathy", Mr Bannerman said it was not necessarily apathy but could be lack of knowledge. There was a "very strong case" for re-educating pharmacists—such updating of knowledge would perhaps have to be compulsory, but that would depend upon the demands of "consumerism".

He later added that the working party on postgraduate education, set up by the Society's Council, incorporated "very radical thinking" that was "nowhere near acceptance" by the profession. The logic was to create a uniformly high level of knowledge, and that was only possible if it could be backed up by sanctions, the ultimate being striking off. The report was "logical". It could mean that pharmacists could not switch from one branch of pharmacy to another unless they could show that they had kept up the level of postgraduate education in that other branch as well as their own.

Mr Bannerman warned if the report were ever to be implemented, younger pharmacists would have to accept that the resulting examination would have to be "tailored down" for the older generation. However he thought the day would finally come for acceptance of postgraduate education; the report would "condition thinking".

Mrs Jean Banks, retiring BPSA general secretary, said she thought that a line had to be drawn somewhere on counter-prescribing, and students did not come across counter products in school. It was also difficult to keep up with the range of counter products, and many more allergic responses were being seen nowadays. Dr Noyce said that the problem of self medication had been considered at Chelsea College, but they had not come up with any solution. Doctors were trained to deal with major disorders, but had little training in minor ones, so both professions were "groping in the dark."

Sheffield contractors conference

Support for a paid negotiator

Sheffield Chemist Contractors Committee, at a conference held on Sunday, April 6, heard Mr G. Urwin, a member of the Central NHS Chemist Contractors Committee express his unqualified opposition to a nationalised pharmaceutical service.

Mr Urwin quoted the example of Sweden where one third of 640 pharmacies are now run entirely by technicians without the supervision of a pharmacist. No new graduate in pharmacy in 1973 was successful in obtaining a job in pharmacy in Sweden. Mr Urwin said that in his view there was nothing radically wrong with the present set-up. The public were getting first class pharmacy service very much on the cheap and what was needed was more financial help from the government. Pharmacists must take their stand as independent contractors and show their total opposition to the idea of nationalisation.

Mr Urwin strongly advocated the engagement of a paid specialist negotiator by the Central Committee but admitted that this view was not shared by all the members of the Committee. His own view was that recent moves to appoint a deputy chief executive were right but did not go nearly far enough. He claimed that letters in the pharmaceutical Press showed that many contractors considered the appointment of a man of proven ability to be essential and were prepared to pay to get the right man.

Mr Urwin questioned the viability of any pharmacy with a turnover potential of less than £40,000. He maintained that the only long term solution for some pharmacies in suburban and rural areas is for them to be on a part-time basis. He deplored the Society's lack of encouragement in this direction. Expressing his own view on other NHS matters, he supported the rural dispensing moratorium, the need for substantially higher payments for the supply of colostomy requirements and the replacement of the present rota service by a voluntary scheme.

Mr J. Charlton, secretary to the Central NHS Committee, gave the conference members a concise account of the way in which NHS remuneration is made up.

During the afternoon discussion, Mr W. H. Howarth, Nottingham, urged that remuneration claims should be based on salary comparability rather than on the present equivalent manager's salary. Mr Charlton stated that the Committee had already tried to make out this claim but the position had not been helped by the

recent Scottish chemists' arbitration award.

Mr Maxwell Gordon, Leeds, said his committee saw no benefit in the new contract proposals. He opposed the idea of a professional negotiator who could possess no more knowledge and no more ability than the present representatives. He doubted if contractors would be prepared to follow the judgments of a paid negotiator who could have no power to bring out the 11,000 pharmacists on strike. Mr B. Ellison, Barnsley, opposed the new contract and said that the old contract with more money would be preferable.

Stop discount buying

In replying to questions about manufacturers' discounts, Mr Charlton said that the way to get rid of discounts was for chemists to stop buying discount parcels. Mr C. M. Wragg, Derbyshire, said that the proposed rural moratorium was too late—the doctors had already got what they wanted. He urged the idea of a paid collection and delivery service in rural areas.

Mr I. A. Potter, Sheffield, complained of the inadequate payments for colostomy requirements and the long delays in dealing with claims. Mr K. Larder, Sheffield, asked for higher rota payments to allow pharmacists to use sufficient staff for security at rota times.

On a motion from the floor the conference resolved by a substantial majority "that this meeting supports the proposal that the Central NHS (Chemist Contractors) Committee should appoint a paid negotiator for a trial period".

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First Medicines Act case

Licensing authority criticised for not helping company

Fines of £20 in respect of each of eleven counts were imposed on G. O. Woodward & Co Ltd, London SW15, pharmaceutical manufacturers, at the close of the first case to be brought under the Medicines Act 1968. The company was found not guilty on three other charges. However the magistrate, Mr C. Besley, said the fine was low in the circumstances and refused to make an order on costs.

When the hearing was resumed on Monday following adjournment from February 28 (*C&D*, March 8, p325) defence counsel, Mr C. J. Sumner, referred again to the time lag between the Department of Health's offer of a limited licence in August 1973 and the receipt of that licence in a letter dated December 6, the licence being valid until December 31. He doubted the Department's power to grant a retrospective licence and complained that a criminal prosecution should have to rely on correspondence of the nature produced before the court. Counsel also made submissions on points of law and argued that the company were entitled to manufacture for export.

Prosecuting counsel, Mr H. Woolf, opposed the defence reliance on Section 48 of the Act in respect of exports (see March 8 report) saying that it only operated in sections which specifically mentioned exports, and that did not apply to manufacture. Later, in reply to the magistrate, he submitted that the Department's December letter was not a licence but evidence of the grant of a licence. There was no requirement as to the form a licence should take. On timing, Mr Besley said the company could not comply with a licence they had not seen, but Mr Woolf argued that they were aware of the conditions from earlier correspondence.

Must be 'communication'

Giving judgment, Mr Besley said it had been a long and interesting case, but it had become over complicated. A grant of a licence must mean "grant plus communication"—the licensee could not be left to guess. There had been much correspondence on what terms might be granted but it was always pointed out they were terms that might or might not be. It was clear that no licence was granted in that it was not communicated to the company. From the correspondence it appeared that the licence was granted in August and the magistrate said he would have anticipated a letter about that date notifying the company of the terms and conditions. It had not been done and no-one had explained why there had been a total lack of communication from August 22 to December 6—neither was there explanation as to why the letter was sent in December. Mr Besley was satisfied

there was no licence in existence that was effective until December 6, so far as the company was concerned. Neither the company nor the Ministry had taken the trouble to communicate with the other and in that both were at fault.

On that basis summonses relating to before December 7 (when the licence might be expected to arrive) would not stand up. However, Mr Besley said he did accept the letter as a licence and it was thus capable of being extended beyond the original December 31. The company was therefore bound by its terms and by failing to comply was guilty of an offence.

These findings did not concern the manufacturing offences, they being outside the terms of the licence which was for four products only. The company was thus guilty on the manufacturing counts, and on the assembling counts after December 7 for failing to comply with the licence. On the question of storage of poisons, the subject of one summons, the magistrate found they were held in a manner that made them accessible to production staff.

Not guilty findings were returned on three assembly summonses because they came before December 7.

Mitigation plea

Defence counsel's plea in mitigation set the charges against a long history of exchanges between the company and the Department. But first he suggested that his submission that the company had been licensed to manufacture for export—which the court had ruled against—was an interpretation it was open to the company to come to on the documents before them, having consulted their industrial body. It had taken considerable time to decide what the licence meant and it was hard to expect a company to have its own legal department to make plain the meaning of documents.

Mr Sumner said Woodhouse were a small to medium-sized company employing about 100 persons and belonging to the "generic" section of the industry. Their products were neither so toxic nor so potent as those of the "ethical" manufacturers and they were permitted different standards. Dr Woodward had foreseen that those putting the Medicine Act into force would be more familiar with the standards of the "ethical" industry and would try to impose them on the other group, which they did not understand. He was known as an outspoken critic of the Act and the powers it contained.

However, the company had taken expensive steps to comply with the provisions as interpreted by the Department. At the time of the Act they were producing some 2,000 different products and the licence had cut that down to four.

The inspectors' first visit had been in May 1970 when the company had just moved into the premises and there was no criticism. Another visit resulted in detailed criticism of the premises and the way they were run and the company undertook to carry out major structural alterations—£60,000 had been spent.

In late 1972 the company were involved in considerable paperwork seeking licence of right for 2,000 products, a matter made worse because the Department had advised in mid-1972 that application for a manufacturer's licence of right would be of no advantage if the premises were unsatisfactory. That was correct but not the whole story, said Mr Sumner, since provided the premises were alright the paperwork standard would not have had to be met at that stage.

Another difficulty arose from the fact that within a few months of publication of the Orange Guide the Department indicated that it proposed to stop all manufacture. The defendants had been prepared never to manufacture those products needing exacting standards but there was a market for a wider range of products and it was a gap they tried to fill.

Tempers lost

Early in 1973 there was a meeting with officers of the Ministry with the object of allowing the company to carry on, but Mr Woodward had felt strongly about the proposals put forward and there was a loss of temper on both sides with abusive language being used about the premises. "From that date the relationship was never quite the same," said counsel. Coupled with the earlier history, the defendants were left with the impression they were being singled out for treatment not accorded others in the same position.

The result was that production was stopped and substantial sums spent on the premises. A visit by inspectors in May 1973 acknowledged the work done and their report looked forward to a return to viable production, subject to the paperwork. Then came the period of correspondence that had come before the court in this case. The company considered they could manufacture four products for the home market and, with the support of their association, believed they could produce other medicinal products for export and continued to do so.

From mid-1973 the company were submitting documents seeking approval for retests on products previously manufactured but needing assembly for sale, and in relation to an extension of the manufacturing licences, but from October 1973 the Department were not answering or approving the documents being sent. Mr Sumner asked the court to say that the manufacturing offences, though culpable, took on a different light in these circumstances. The exception was Phenomet which Dr Woodward felt should be manufactured because of its potential life-saving nature. A general medical practitioner was called to support that view.

Mr Sumner continued that the company had made representations under the Act about the refusal of a licence to "an independent person," Dr F. Hartley, and that had been heard in July 1974. Evidence was given by Mr Chamings and Professor A. H. Beckett that the premises

were adequate for what the defendants wanted to manufacture, but a letter of refusal was received from the Department. The defendants' solicitors had subsequently written stating concern that Dr Hartley's report appeared to be a precis of the evidence but leaving out the crucial evidence of Mr Chamings and Professor Beckett. The Department's reply had indicated two contacts with Dr Hartley subsequent to the hearing, in one of which he had said the licence should be refused. "This admission that the independent authority is contacted afterwards in the absence of the defendant company would seem to be a breach of the rules of natural justice," Mr Sumner contended.

He concluded by saying that the company had been left in a serious financial position and had felt unable to challenge the findings following Dr Hartley's hearing as considerable costs had been incurred. Any further penalty would be an addition. On costs, he said that the length of the case (two full days) had not been helped by the fact that prosecution documents had not been available to the defence until 36 hours beforehand.

Announcing penalty, the magistrate said he was more and more surprised at the way the matter had been dealt with and it was strange that no full licence had been granted (though there may have been good reasons) when it appeared from the correspondence that things were being finalised. He had "a good deal of sympathy" with the company. The Department had not been at all helpful and it was extraordinary there was no correspondence after August 21. "One would have expected the Department to do what it could to help the defendant get a licence and get producing." However, Mr Besley was satisfied that the company had gone into the matter from August in the knowledge that a licence had not been granted and that even when it came they had been exasperated with the Department.

Mr Besley imposed fines of £20 in respect of each guilty finding—"a low one in the circumstances". The Department had been entitled to prosecute, he said, but he had already indicated "mystification" and made no order on costs.

After the case a company spokesman was considering seeking a reference to the Parliamentary Commissioner.

MPs back Pharmacists on VAT protest

Three Harrow MPs are supporting their local pharmacists in the fight against any introduction of multiple rates of VAT in next week's Budget.

The three MPs, Mr Hugh Dykes, Mr Anthony Grant, and Mr John Page, have received the local petitions organised by the National Pharmaceutical Union. They say they stand completely behind the business community on the matter and feel that more than one VAT rate would be "a disastrous mistake" from the traders' point of view. They were planning to meet Mr John Gilbert, Financial Secretary to the Treasury, so that they can put their views to him "forcefully".

Company News

Unichem report another record profit

Record profits of £628,000 on sales of £23.5m have been announced by Unichem for 1974. Sales rose 62 per cent from £14.5m in 1973 and profits 120 per cent from £285,000. The corresponding figures in 1972 were £9.9m sales and £156,000 profits.

Announcing the results, Mr Tom Reid, chairman, said that it was a sparkling performance which would have been even better but for the general economic situation. "In the last three years there has been a most dramatic reversal of Unichem's fortunes and we have set our targets high again for 1975. But there are so many uncertainties looming on the economic front that we will need all our customer and employee support to achieve these targets. Much depends on members, in particular, continuing to increase their use of Unichem and take full advantage of our service and competitive prices. At the same time, like other companies, we face continuing rising costs, such as wages, telephones, post and electricity. All these must affect our performance."

The board is recommending a 4 per cent final basic rebate to members which is in addition to graded rebates of 1-3 per cent.

Dragoco expand plant

Work has started on a 6,000sq ft-extension to the plant of Dragoco (Great Britain) Ltd at Lady Lane, Hadleigh, Suffolk. When completed it will represent a 30 per cent increase on the size of the existing factory. The new building, which is scheduled for completion early in the summer, will house new flavour laboratories, a new production area, as well as offices and conference areas. At the same time the existing block will be altered to give increased space for perfumery laboratories, application laboratories and formulation and testing areas.

Wella 'powering on'

Powering through the 70's was the theme chosen by Wella (Gt Britain) Ltd, for their recent national sales conference, held at the Heathrow Hotel in London. During the day over 200 people listened to reviews of the company's performance during 1974 and learned of new plans for 1975. In the evening after the banquet, Mr O. H. Graulich, chairman and managing director, presented individual and area awards for outstanding achievements during 1974.

ICI pharmaceutical sales up

Group sales of pharmaceuticals by Imperial Chemical Industries Ltd in 1974 increased to £117m of which £41m were in continental Western Europe, £34m in the Americas, and £18m in the UK.



Mr R. G. Hoare (right), chairman, ICI Ltd's pharmaceutical division, congratulates Mr P. Howard, European director, on his retirement last month after 30 years' service with the division

Trading profit was £34m (against £27m). Research and development expenditure on pharmaceuticals continued at a high rate. "This must be maintained but it is necessary that the earnings of the business should also continue to rise in real terms, which will require great effort at a time of high inflation," states the report. (For group accounts see *C&D*, March 1, p301).

Appointments

Parnosa Ltd have appointed Mr I. Herbert their works director.

Revlon International have appointed Mr A. Hare sales manager of their professional division.

Kimberly-Clark Ltd: Mr D. Riefstahl has been appointed manager of the company's mill at Larkfield, Maidstone, Kent.

Unit for Retail Planning Information: Mr Bryan Wade has been appointed first director of the unit, based at Reading.

Wellcome Foundation Ltd: Mr A. E. Trice, MPS, has been appointed chief advisory pharmacist of the Wellcome medical division (see also p477).

Boots Co Ltd: Mr B. Silverman has been appointed a director of Boots the Chemists Ltd with effect from April 1, when he took up his duties as pharmacy superintendent of that company.

Market Investigations (P&A) Ltd have appointed Mr I. D. Burgess a director of the company. Mr Burgess is responsible for the company's hospital diagnosis and therapy index, and will be concerned with the further international development of the company's activity.

Chesebrough Pond's Ltd have appointed Mr R. V. Bryant marketing manager for their health and beauty aids and for the fragrance division of Prince Matchabelli. Mr J. S. Farrin has been appointed to the board of Chesebrough Pond's as director of marketing and sales.

Helena Rubinstein Ltd: Hugh Wicks, executive director of marketing, is taking up the position of general manager of Helena Rubinstein in Canada. He will be succeeded by Stuart Kershaw who is, at present, marketing manager. Barry Parnell (formerly with Revlon) has been appointed product manager in charge of fragrances.

Market News

Forward interest lacking

London, April 9: All sections of the market reported little buying activity. The imminent China Spring Fair contributed in some degree to the lack of interest in making forward purchases.

Among crude drugs, copaiba, Peru and tolu were marginally lower. Some quotations for Brazilian menthol were higher but business had been effected earlier in the week at lower levels.

Shaded quotations were offered for a number of essential oils including anise, clove and lemongrass.

Pharmaceutical chemicals were firm.

Pharmaceutical chemicals

Acetarsol: 50-kg lots £8.35.

Bemegride: BPC £16.00 kg.

Bismuth salts: £ per kg.

	under 50-kg	50-kg	250-kg
carbonate	9.18	8.95	8.90
salicylate	7.68	7.45	—
subgallate	8.13	7.90	—
subnitrate	8.33	8.10	8.05

Borax: EP grades, 2-4 ton lots per metric ton, in paper bags delivered — granular £134; crystals £184; powder £148; extra fine powder £155.

Boric acid: EP grades per metric ton in 2-4 ton lots—granular £179; crystals £246; powder £197; extra-fine powder £205; in paper bags, carriage paid.

Calamine: BP £557.00 per 1,000 kg (250-kg lots).

Calcium gluconate: £957 per metric ton.

Calcium lactate: 250 kg lots £412 metric ton.

Chloral hydrate: £0-kg lots £0.75 kg.

Chloroxylenol (PCMX): BPC in 50-kg lots £2.39 kg.

Cinchocaine hydrochloride: £49.50 kg.

Dapsone: £4.00 to £6.00 per kg.

Dexamethasone: From £3.50 to £3.80 per g.

Fentichlor: Technical grade £2.04 kg.

Ferrous fumarate: £1.25 kg for 50-kg lots.

Ferrous gluconate: £1,395 metric ton delivered.

Ferrous phosphate: In kegs £553.80 metric ton.

Iron ammonium sulphate: 100-kg lots, £0.23½ kg.

Iron and ammonium citrate: Granules £903; scales £990 metric ton.

Iron phosphate: 50-kg lots £553.80 metric ton.

Homatropine: Hydrobromide £56.00 kg; methyl bromide £58.00 kg.

Hyoscine hydrobromide: £375.50 kg.

Methyltestosterone: £220-£330 per kg.

Mersalyl: Acid £20.25 per kg.

Mestranol: £120 kg.

Narcotine: Alkaloid and hydrochloride in 25-kg lots £15 kg.

Neomycin sulphate: £40.00-£46.00 kg.

Noretynodrel: £190-£230 kg.

Paracetamol: 50-ton contracts from £2.03 per kg. Premium for direct compression £0.13 kg.

PAS sodium: £1.40 kg.

Phenylephrine hydrochloride: From £62.00 to £68.00 kg as to quantity.

Quinine: Minimum prices per kg; hydrochloride £91.50; sulphate £90.00, nominal.

Saccharin: BP in 250-kg lots £2.66 kg; sodium £2.35 both nominal.

Sodium gluconate: £150 per metric ton.

Sodium perborate: (per 1,000 kg)—monohydrate £340;—tetrahydrate £200.

Sodium potassium tartrate: Granular £1,160 metric ton; powder £1,170.

Sodium sulphate: BP crystals per metric ton £72.50; commercial £26.85.

Sodium thiosulphate: Photo grade £112.75 metric ton; commercial £107.25.

Sorbitol: Powder £440.50 metric ton in 250-kg lots; syrup 1-ton £200.

Stilboestrol: BP £78.75 per kg.

Strychnine: In 5-10 kg lots, per kg, alkaloid £40.00; sulphate or hydrochloride £30.00.

Tartaric acid: Spanish £1,200 per metric ton.

Crude drugs

Balsams: (kg) Canada: nominal. Copaiba: BPC £1.95 spot; £1.85 cif. Peru: £7.25 spot; £6.40 cif. Tolu: £3.35 spot.

Ginger: (ton, cif) Cochin £465, Sierra Leone not quoted; Nigerian split £480, peeled £640.

Hydrastis: £8.70 kg spot.

Menthol: Brazilian £12.75 kg spot; £10.80, cif.

Chinese alfalfa £12.90; shipment £12.80, cif.

Nux vomica: £210 metric ton spot.

Seeds: (ton) Anise: Chinese star unselected from £650 cif. Caraway: Dutch £365, cif. Celery:

Indian £410, cif. Coriander: Moroccan for shipment £135, cif. Cumin: Indian £525, cif. Dill:

Indian £190, cif. Fennel: Indian (prompt shipment) £445, cif. Fenugreek: £130, cif. Mustard:

£320-£340 spot.

Valerian: Indian root £670 metric ton, spot.

Essential and expressed oils

Anise: £15.50 kg spot; £14.50, cif.

Camphor white: £2.00 kg spot, £1.70 cif.

Cassia: Chinese £11 kg spot; £10.50, cif, nominal.

Cedarwood: Chinese £1.15 kg spot.

Clove: Madagascar leaf £2.50 kg, cif.

Lemongrass: £3.50 kg, spot; £3.30, cif.

Spearmint: Chinese £6.80 kg spot; £5.75, cif.

American £10 spot.

The prices given are those obtained by importers or manufacturers of bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press but it should be noted that in the present state of the markets quotations change frequently.

Coming events

Monday, April 14

Enfield Branch, Pharmaceutical Society, Medical Centre, Chase Farm Hospital, at 7.45 pm.

Mr T. P. Astill on "Some legal pitfalls in running a pharmacy".

Northumberland & Gateshead Branch, National Pharmaceutical Union, 28 High Ridge, Hazelrigg, at 8 pm. Annual meeting.

Plymouth Branch, Pharmaceutical Society, Board room, Greenbank Hospital, at 8 pm. Professor J. M. Cameron on "Can justice miscarry?".

Romford Branch, Pharmaceutical Society, Macarthy's Ltd, Chesham House, Romford, at 7.45 pm. Mr J. Verralls (Arnold & Co) on "Veterinary medicine".

Tuesday, April 15

Ayrshire Branch, Pharmaceutical Society, Savoy Park Hotel, Ayr, at 8 pm. Annual meeting and "Spanish evening".

Federation of South-eastern Pharmacists, National Pharmaceutical Union, Southover Grange, Lewes, at 8 pm. Mr H. B. Coulson on "Inflation and pharmacy management".

Finchley Branch, Pharmaceutical Society, Avenue House, Church End, London N3. Annual meeting.

Leicester & Leicestershire Branch, Pharmaceutical Society, Postgraduate centre, Royal Infirmary, Leicester, at 8 pm. Annual meeting.

Royal Society of Health, 13 Grosvenor Place, London SW1, at 7 pm. Dr T. D. Whittet on "Pharmacy in the reorganised health service".

West Kent Branch, Pharmaceutical Society, Wellcome Laboratories, Beckenham, Kent, at 8 pm. Mr G. Downing (Geigy Pharmaceuticals) on "Obsessional and phobic states and their treatment".

Wednesday, April 16

Doncaster & Goole Branch, National Pharmaceutical Union, Punch's Hotel, Bawtry Road, Doncaster, at 8 pm. Mr D. Royce on "NHS remuneration".

Sheffield Branch, Pharmaceutical Society, Royal Victoria Hotel, Sheffield, at 8 pm. Ladies' night.

Thursday, April 17

Burnley Branch, Pharmaceutical Society, Ramm Inn, Cliviger, at 8 pm. Annual meeting.

Liverpool Branch, Pharmaceutical Society, Adelphi, Liverpool, at 8 pm. Joint meeting with Birkenhead Branch, to discuss resolutions for the branch representatives' meeting.

Medway Branch, National Pharmaceutical Union, Orchard room, Veglios Motel, Maidstone, at 8 pm. Mr T. P. Astill on "Caveat emptor and all that".

Society of Cosmetic Chemists, Waldorf Hotel, Aldwych, London WC2, at 6.30 pm. Annual meeting.

Saturday, April 19

Crawley, Horsham, Reigate Branch, Pharmaceutical Society, St John's Hall, Horley, at 7.30 pm. Annual meeting.

Letters

Clear mandate

The important thing about the NPU referendum is that there was a 4 to 1 majority in favour of using the title "chemist" (clear mandate), and not that only 46 per cent of NPU members responded. Those who did not vote are of no importance at all. They are nothing, having disenfranchised themselves by a disease which is very widespread amongst us "chemists"—chronic apathy.

I note that replies from non-NPU members (ie managers) were eliminated. I would like to ask why, and could we, as a matter of interest, have a breakdown of the voting figures of these 218 "untouchables"?

R. Hutchinsol
Harrow Weald

Doctor-dispensing costs

I am enclosing a copy of the letter I have sent to the secretary of the Central NH (Chemists Contractors) Committee.

Miall James
chairman
Essex ACC

Mr James's letter is as follows:

The Essex Area Chemist Contractor Committee asked last year for a comparison of the costs of prescriptions dispensed by doctors, with those dispensed by pharmacists. We were told that the figures were not available, and were of no assistance anyway.

The report of the Joint Pricing Committee for 1973/74 shows that doctor dispensed prescriptions were some 15½ per cent more expensive than pharmacist dispensed ones. Since this cannot be accounted for by the discounting scheme alone, my committee and I will wish to know the answers to several points:

□ What steps have been taken to compare 1973/74 figures with previous years?

□ Assuming that this was not a rogue year, what steps have your Committee taken to acquaint the Public Account Committee with this waste of public money?

□ What representations have been made to the Treasury, and to the Department of Health?

□ In view of the interest of the Council of the Pharmaceutical Society in this matter, what joint programme of action is proposed?

Slough medicines campaign

Slough Branch, Pharmaceutical Society and the Slough Home Safety Council are organising a "return unused medicines campaign" which began on April 5 and will continue for three weeks. All pharmacies in Slough, including pharmacy Departments in Wexham Park and Upton Hospitals, are acting as collecting points. Particular attention is being paid to the immigrant population of Slough and one pharmacist has been appointed to take charge of this aspect of the campaign.

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Further information may be obtained from: Mrs C. Branford, Staff Pharmacist, Papworth Hospital. Telephone: Papworth St. Agnes 541, or from: Miss M. A. Steane, Area Pharmaceutical Officer, Purbeck House, Purbeck Road, Cambridge. Telephone: Cambridge 42841. Applications should be sent to Mr A. Yeoman, Sector Administrator, Papworth Hospital, Papworth Everard, Cambridge CB3 8RE, as soon as possible.

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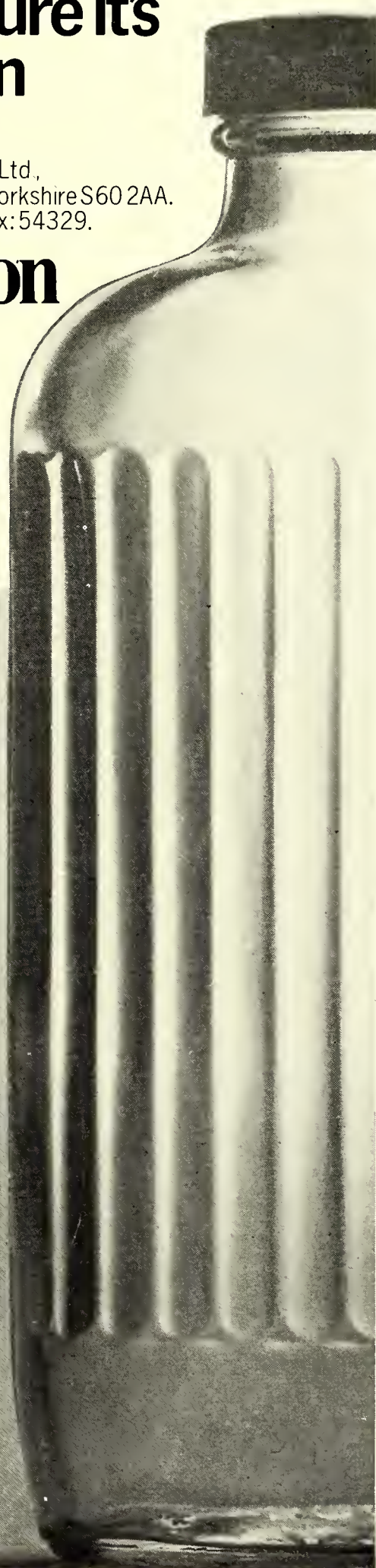
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